

# INVISIBLE GLASS

WINDOW UNITS

A DRAMATIC NEW MERCHANDISING FORCE

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From the collection of:

Mike Jackson, FAIA



THROUGH FLAT GLASS

## THE MERCHANDISING MAGIC OF INVISIBLE GLASS WINDOW UNITS

... starts with an uncanny ability to *stop* people passing by ... to attract, almost to *compel* them into the store. All reflections, which are inevitably present with Flat glass, are wholly and utterly eliminated by this scientifically curved glass ... goods displayed in an Invisible Glass Window Unit or adjacent interior are irresistibly attractive and inviting. The result is being proved every day—Invisible Glass Window Units are a fundamental merchandising force that

## INCREASES SALES!



THROUGH INVISIBLE GLASS  
WINDOW UNITS

# FIRST DEVELOPED IN ENGLAND THE MERCHANTISING FORCE OF INVISIBLE GLASS WINDOW UNITS BECAME QUICKLY RECOGNIZED



Invisible Glass Window Units were first developed and installed in England, by the famous E. Pollard & Company, Ltd.

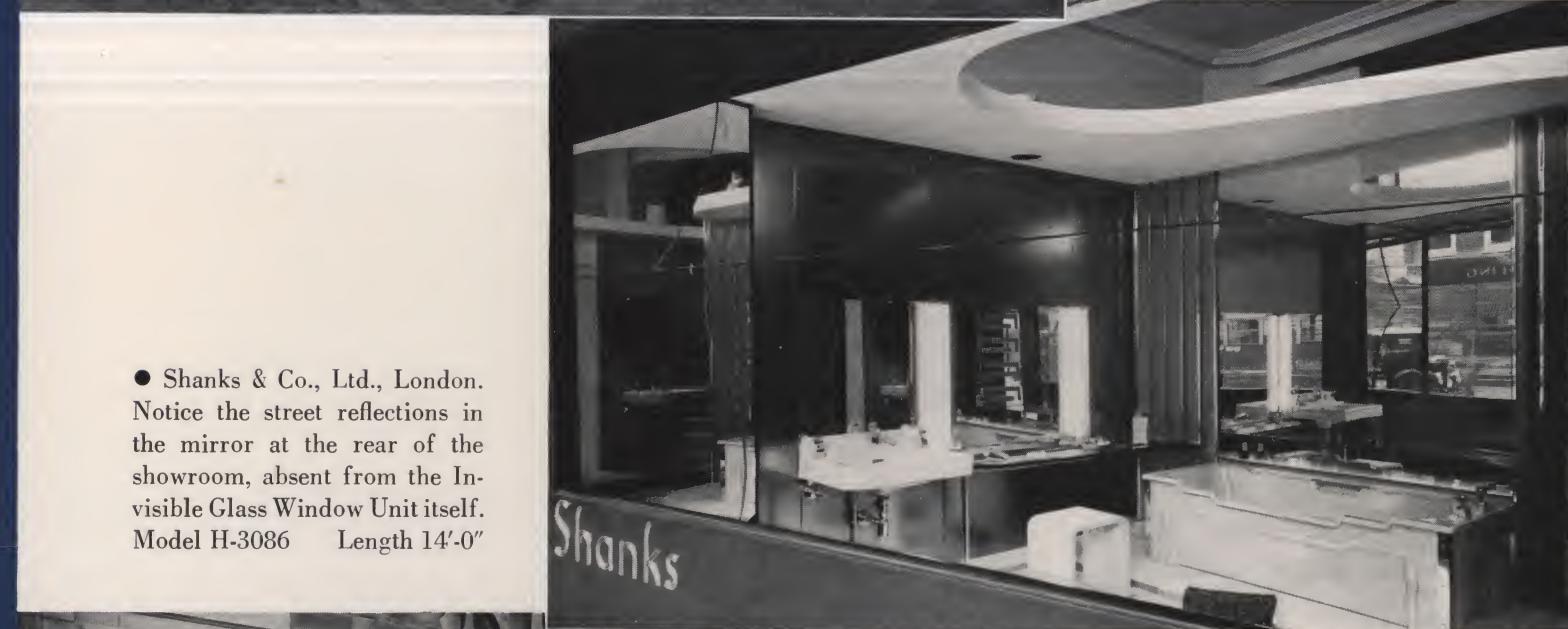
Installations were made for internationally famous department stores, jewelers, wine shops, florists, automobile and electrical showrooms, shoe stores, haberdashers, restaurants, food stores and music shops.

The style centers of the Continent immediately recognized its tremendous advantages, and soon this "invisible" merchandising force made its appearance on the Rue de la Paix, St. Honore, Castiglione and other fashion streets of the Continent.

These installations are typical of the effective use of Invisible Glass Window Units throughout Europe.



● Patrick Motors, Ltd., Birmingham, England. Notice how this long showroom is opened completely by the Invisible Glass Window Unit installation.  
Model H-3086 Length 10'-0"



● Shanks & Co., Ltd., London. Notice the street reflections in the mirror at the rear of the showroom, absent from the Invisible Glass Window Unit itself.  
Model H-3086 Length 14'-0"



● Henry Heath, Ltd., famous store in Bond Street, London, makes excellent use of two modern windows.  
Model H-3086 Length 12'-0"



● The Mutual Stores, Melbourne, Australia applies Invisible Glass Window Units to successful merchandising "down under".  
Model H-3086 Length 8'-0"

● A striking display-exhibit in the British Pavilion, International Exposition, Brussels, Belgium.  
Model H-2086 Length 8'-0"



● Chaussures Cecil, France finds Invisible Glass Window Units effective in stopping passing street traffic.  
Model S-3062 Length 10'-0"

● Droz, famous Parisian jeweler, uses Invisible Glass Window Units for powerful merchandising of cultivated pearls.  
Model M-3070 Length 5'-0"

● Hupmobile, Ltd. of London gives its cars the sales-making advantages of an open showroom through use of Invisible Glass Window Units.  
Model H-3080 Length 12'-0"



HUPMOBILE

HUPMOBILE

# SOON THE LIST OF INSTALLATIONS INCLUDED THESE FAMOUS FIRMS:

## DEPARTMENT STORES

Elsie Battle, Ltd., Hull  
John Barker & Co., Kensington  
James Beattie, Wolverhampton  
Sam'l. Bell, Ltd., Southport  
Bentalls, Ltd., Kingston  
Brown Muff & Co., Bradford  
Emily Chilcott, Ltd., Farnham  
E. Dingle & Co., Plymouth  
Edmonds & Sons, Newbury  
Augustus Edwards, Hereford  
Fenwicks, Ltd., Newcastle-on-Tyne  
Ann Frazer, London  
Grant Bros., Ltd., Croydon  
J. & C. Greenman, London  
Edwin Jones & Co., Southampton  
Chas. Mann, Ltd., London  
H. Marshall, Worthing  
Mollie Morrison, Wycombe  
National Fur Co., Ltd., London  
Owen Owen, Ltd., Liverpool  
Paisley Society, Paisley  
Ray & Miles, Ltd., Liverpool  
Treloar & Sons, London  
John Vickers, Ltd., Eastbourne  
Boothrolds, Southport

## HABERDASHERS

A. Calder & Sons, Cardiff  
A. Carswell, Glasgow  
Henry Heath, Ltd., London  
Isidore Newman, Sheffield  
Austin Reed, Ltd., Liverpool  
Simpson, Ltd., London  
Harry W. Webb, London

## FLORISTS

Blues Garden, London

Pavillon de Flore, London  
Sussex Nurseries, London  
Wills & Segar, Ltd., Kensington  
Wills & Segar, Ltd., London

## FURNISHERS

Bouchier Bros., Bridgewater  
Breves Lalique, London  
Dekart Panellings, London  
R. G. Dixon & Co., London  
C. Downing & Sons, London  
Dora Eager, Ltd., London  
Heal & Sons, Ltd., London  
Mark Rowe & Sons, Exeter  
Staines Kitchen Equip., London  
Taylor & Hobson, Ltd., Huddersfield

## WINE SHOPS

Godfrey & Duchene, London  
Geo. Peters & Co., Southsea  
Geo. Peters & Co., Portsmouth  
Tyler & Co., Ltd., Chichester  
Tyler & Co., Ltd., Walton-on-Thames  
Watney Combe Reid, Wembley

## FOOTWEAR

Babers, Ltd., London  
Manfield & Sons, London  
Revell, Bath  
Saxone Shoe Co., Sheffield  
G. Sturman, Watford  
Thrussell & Son, Cambridge  
Upsons, Ltd., Leicester Square, London  
Upsons, Ltd., (Delfos)  
Upsons, Ltd., Oxford

## MOTOR SHOWROOMS

Austin Motor Co., London  
Chas. Baker & Co., Tonridge  
Cedar Service, Fareham  
Citroën Cars, Ltd., London  
Drake & Fletcher, Maidstone  
Ford Motor Co., London  
Henlys, Ltd., London  
Hupmobile, Ltd., London  
Lambert Motor Co.,  
Kingston-on-Thames  
W. Mumford, Ltd., Plymouth  
Patrick Motors, Birmingham  
Reliable Motors, London  
Stratstone, Ltd., London  
Turvey & Co., Ltd., Sunderland  
University Motors, London  
Eustace Watkins, London  
University Motors, Ltd.,  
Piccadilly, London  
Westover Garage, Bournemouth  
Woods Garage, Weybridge

## JEWELERS & OPTICIANS

Brook & Son, Edinburgh  
Clement Clarke, Bedford  
W. H. Crouch, Swansea  
L. Feitleson, Ltd., Ilford  
Gibsons, Ilford  
Horstmann & Co., Esher  
Raymond P. Lark, Brighton  
L. Reich & Sons, Tunbridge  
H. Samuel, Ltd., Manchester  
Saqui & Lawrence, Bournemouth  
Saqui & Lawrence, London  
Schierwater & Lloyd, Liverpool  
J. C. Vickery, London  
James Walker, Birmingham  
James Walker, Lewisham

GRANBURY BIRMINGHAM

## PROVISION SHOPS

Bacon Shops, Ltd., Dublin  
Cooper & Boffin, Ltd., Oxford  
John Gow, Ltd., London  
Amos Hinton, Middlesbrough  
Hobleys, Barnet  
Pearks Dairies, Beacontree  
Shaws Stores, Hove  
Lockhart Smith, Newcastle  
Smith & Vosper, Portsmouth  
Tudor Café, Manchester  
Chas. Urch, Gloucester  
Zeeta, Croydon  
Zeeta, Edgware  
Zeeta, Wimbledon  
Zeeta, Sutton

## TOBACCONISTS

H. L. Abbott, Southend-on-Sea  
Angel Botibol, London  
Carreras, Ltd., London  
Finlay & Co., Ltd., London  
M. Slater, London  
Tetleys, Ltd., Doncaster  
Tetleys, Ltd., Leeds  
Tetleys, Ltd., Sheffield

## MUSICAL DEALERS

Butlers Radio, S. Chingford  
Arthur Day & Sons, Luton  
Alec French, Bristol  
Vivian Grant, Ltd., Manchester  
Radio Service, Edgware

## ELECTRICITY & GAS SHOWROOMS

Alliance & Dublin Gas Co.  
Battersea Borough Council  
Borough of Woolwich, Woolwich  
Carlisle Electric, Carlisle  
Congleton Corporation, London  
Cornwall Elect. Power Co., Bodmin  
Crittall Manfg. Co., London  
Finchley Council  
Sidney Flavel & Co., London  
Gas & Coke Co., London  
Gas Company, Nottingham  
Gas Company, Crouch End  
Horsham Gas Co., Horsham  
Leicester Electric, Leicester  
Littlehampton Gas Co.

London Electric, London  
Manchester Electricity Showroom  
Newport Electric, Newport  
Notting Hill Electric, London  
Parkinson Stove Co., London  
Joseph Pugsley, Bristol  
Shanks & Co., Ltd., London  
S. Suburban Gas, Petts Wood  
S. Metropolitan Gas Co., London  
South Metro. Gas Co., Mottingham  
Torquay Electric, Torquay  
Torquay Gas Co., Torquay  
Wallasey Electric, Wallasey  
Westminster Electric, London  
Worcester Corp., Worcester

## MISCELLANEOUS

Armstrong Siddeley, London  
Bennetts, Derby  
Brilliant Sign Co., London  
Brabons, Brighton  
Chas. Bust, Newcastle  
A. Day, Luton  
Dinsmore Manor, Hereford  
Mary Dunnill, London  
Ellis & Smith, London  
Fox & Co., London  
J. Starkie Gardner, Ltd., London  
Goodbys, Ltd., Coventry  
Hoffman Mfg. Co., Chelmsford  
House of Toomer, Newbury  
H. M. Office of Works,  
Imperial War Museum  
E. Gordon Hudson, Oxford  
Bernard Jackson, Claxton  
Lever Bros., Paris Exhibition  
Leeds Co-operative Society, Leeds  
J. Lyons & Co., Ltd., London  
"News Chronicle & Star," London  
Pearkes Dairies, Wealdstone  
Pressed Steel Co., London  
Pyrene Co., Brentford  
Quality Inns, Ltd., London  
Rayner McConnal, London  
Sharp & Law, Bradford  
(Contractors)  
Sharp & Law, Preston  
Thomas & Thomas, London  
Torbay Paint Co., Sheen  
Vickers, Ltd., Kingston-on-Thames  
J. T. Wailes & Son, York  
Whites & Taylors, St. Albans  
Wood & Co., Grimsby  
Woollett Airey, London

# INSTALLATIONS ON THE CONTINENT AND ELSEWHERE

## FRANCE

Montp. Actualités, Paris  
Mme. Y. d'Ar, Paris  
Magasins Réaumur, Paris  
Rosemonde, Paris  
Antifroisse, Paris  
Chaussures Cécil, Paris  
Dewachter, Montpellier  
Ntle. Radiateurs, Marseilles  
Bally-Camsat, Lyons  
Primplux, Nantes  
Ntle. Radiateurs, Paris  
Roneo, Paris  
Droz, Paris  
R. & R. Mallet, Paris  
Ste. Gnome & Rhone, Paris  
Frigidaire, Paris  
Olivier, Lille  
Ets. Tomet, Alençon  
Ntle. Radiateurs, Lyons

## GERMANY

Peek & Cloppenburg, Berlin  
Dr. Grubrau, Berlin  
Willy Moser, Bremen  
Pichter & Müller, Berlin  
Lehman, Leipzig  
Conrad Tach, Mannheim  
J. Salomonis, Neumanster  
J. Salomonis, Berlin

## ITALY

Magnoni & Tedeschi, Milan

## NETHERLANDS

Gebrs. Lampe, Rotterdam  
Con & Verdonck, Amsterdam  
I. C. Haan, Haarlem  
Pander & Zonen, The Hague

## AUSTRALIA

Mutual Stores, Melbourne  
Caris Bros., Ltd., Perth

## BELGIUM

Chaussures Cécil, Brussels  
British Pavilion, Brussels  
Ntle. Radiateurs, Brussels

## DENMARK

Brodrene Andersen, Copenhagen  
Magasin du Nord, Copenhagen

## SWEDEN

Ford Motor Co., Stockholm  
Svenkst Fenn, Stockholm

## NORWAY

Walk-Over, Ltd., Oslo

## AUSTRIA

Herzmannsky, Vienna  
Leszlo Unger, Vienna  
H. Stoessler, Vienna

## CZECHOSLOVAKIA

Eisner, Prague  
Albert Stern, Brunn  
Ferd. Hirsch, Prague

## POLAND

Chocolat Suchard, Warsaw

## AFRICA

Grand Bon Marché, Algiers  
Stuttaford, Johannesburg  
Stuttaford & Co., Cape Town  
Cleghorn & Harris, Cape Town  
Brimble & Briggs, Cape Town

# FIRST AMERICAN INSTALLATION

MARCUS & COMPANY, NEW YORK, say, one and a half years later, "Publicity Alone Worth \$5,000 a Year."



This first installation by the Invisible Glass Company of America, Inc. proved Invisible Glass Window Units as developed and perfected for American requirements, thoroughly practical for progressive American retailers—and quickly proved their power to *increase sales*.

Model S-3659  
Length 2'-8 3/4"

THIS LETTER  
TELLS THE EXPERIENCE  
OF MARCUS & COMPANY  
WITH INVISIBLE GLASS  
WINDOW UNITS



WILLIAM ELDER MARCUS  
PRESIDENT & TREASURER

CHAPIN MARCUS  
VICE PRESIDENT & SECRETARY

MARCUS & Co.  
JEWELERS  
FIFTH AVENUE AT FIFTY-THIRD STREET  
NEW YORK  
WICKERSHAM 2-7100

May 14, 1937

Mr. A. C. F. Keleher  
Invisible Glass Company of America, Inc.  
33 West 60th Street  
New York, N. Y.

Dear Mr. Keleher:

It occurs to me that you would like to know that we are more than satisfied with the Invisible Glass windows which have now been installed for over a year and a half. When they were first installed, we anticipated that their novelty would attract a good deal of attention and elicit favorable comments. However, I am glad to say that the public is displaying as much interest in them today as they did when they were first installed. People stop to look and comment and in a great many instances, they come in to the store to tell us how much they appreciate the windows. These comments are very gratifying.

Many people have come from all parts of the City and from the suburbs with the one purpose in mind--to see our windows--and the word of mouth advertising added to the number of people that have come to see the Marcus establishment has proved so beneficial to our prestige that I gladly give you permission to quote me as saying:

"If we had spent \$5,000. per year for five years to publicize the name of Marcus & Company, we would have obtained no more publicity than through having the first Invisible Glass installation in America".

You have a "natural" for the jeweler and I am sure that a great many of the better jewelers can profit by our experience.

Very truly yours,

*Kenneth D. Vanbost*  
General Manager

KVC:FP

# "PAID FOR ITSELF FOUR TIMES FIRST YEAR"

— says Harry Meyers, New York Florist



- Note how window opens up complete interior of store to traffic on the street . . . how it brings every beautiful color — every petal, leaf and stem through vividly clear to traffic *outside* the store!

Model L2080 Length 11' 6"

CREDITS  
INVISIBLE GLASS  
WINDOW UNITS  
WITH INCREASING  
SALES 17%



REGENT 4-2660-1-2

NEW YORK'S SMARTEST FLOWER SHOP

CABLE ADDRESS  
"MEYFLORIST"

*Harry Meyers*  
INC. FLOWERS

667 MADISON AVENUE

BETWEEN 60TH & 61ST STREETS

NEW YORK

FLOWERS TELEGRAPHED TO ALL PARTS OF THE WORLD

May 12, 1937

Mr. A. C. F. Keleher, Vice President,  
Invisible Glass Company of America, Inc.,  
33 West 60th Street  
New York, N. Y.

Dear Mr. Keleher:

I am happy to tell you that the Invisible Glass window which you installed for us a little over a year ago has been a tremendous success. People stop in front of the window in a constant procession, and the interest in it never seems to let up. No photograph could possibly do justice to the actual window.

I am well satisfied that the window has increased our business considerably. Our gross sales are 35% better than those of a year ago. Obviously some of this increase is due to better general times and our "all white" displays, but I feel that a fair estimate should credit at least half of this gain, or more than 17%, to Invisible Glass.

This greater volume of business means that our window actually paid for itself four times over in the first year that it was installed.

My Invisible Glass investment has served to give the shop an identity and personality that has brought to us many new and valuable accounts. I feel that the increased attention definitely stamps the house as one of the city's outstanding florists.

Very truly yours,

*Harry Meyers*  
Harry Meyers

“H  
AS GIVEN US PRESTIGE...PAYS FOR ITSELF EIGHT TIMES A YEAR”

— say Hale's, New York



with flat glass

Note how visibility is lost when this display is seen through obscuring veil of reflections, inescapable with flat glass. It's virtually impossible to see inside the store.



with Invisible Glass  
Window Units

What seems a miracle takes place! Color schemes throughout the store come alive . . . rich fabrics and textures reveal their full beauty . . . every detail of design and finish go to work!

Model L-2676

Length 14'-0"

15%

SALES INCREASE  
CREDITED TO  
INVISIBLE GLASS  
WINDOW UNITS

TELEPHONE WICKERSHAM 2-3360

SIMMONS  
BEDS

**HALE'S BEDDING STORES, INC.**

Specialists in Sleeping Equipment

420 MADISON AVENUE  
Bet. 48th and 49th Sts.  
NEW YORK CITY

May 10, 1937.

SIMMONS  
MATTRESSES

Mr. W. E. McCormick  
c/o Invisible Glass Company of America, Inc.  
33 West 60th St.  
New York, N. Y.

Dear Mr. McCormick:

I know you will be interested in an analysis of our sales before and after the installation of your Invisible Glass window.

We found in a six months period following your installation that our sales increased 32% over the same period in the preceding year. During the six month period prior to the window installation our sales had increased only 17% over the same period in the preceding year. Therefore there is at least a 15% increase which can be attributed to nothing but the use of Invisible Glass.

This increase in business is highly pleasing to us. The window is paying for itself at the present rate eight times a year.

Our window is working for us both day and night and has brought our establishment out of the neighborhood class and given us prestige of considerable extent.

Yours very truly,

*W.C. Bourne*  
HALE'S BEDDING STORES, INC.

WCB:CH

# "DEFINITE SALES INCREASE NOTED ON GOODS SHOWN IN INVISIBLE GLASS WINDOW UNITS"

—report C. G. Gunther & Sons, New York Furriers



- It's well recognized that women respond to *richness* and *luxury* when associated with furs. With Invisible Glass Window Units the subtle differences of color and quality become clear and vivid . . . clever lines and designing are instantly and fully seen.

Model L-2676

Length 7'-0"



# INVISIBLE GLASS WINDOW UNITS CONSIDERED ONE OF MOST IMPORTANT MERCHANDISING DEVELOPMENTS IN YEARS



BERNARD G. GUNTHER  
CHAIRMAN BOARD OF DIRECTORS

OFFICE OF THE PRESIDENT

C. G. GUNTHER'S SONS

ESTABLISHED 1820

FURS

666 FIFTH AVENUE  
NEW YORK

TELEPHONE VOLUNTEER 5-3440

May 10, 1937

Mr. W. E. McCormick  
Invisible Glass Company of America  
33 West 60th Street  
New York, N. Y.

Dear Mr. McCormick:

We are quite sure that you will be interested in having some expression from us at this time on the new Invisible Glass Windows installed by you in our shoppe, especially now that they have been in long enough for us to judge the result.

The annoyance of the continual reflection and glare from our old type of windows, together with the poor physical construction of the windows, made it very difficult for us to present displays that were pleasing or productive and it was with this thought in mind that we turned to the use of Invisible Glass.

The new Invisible Glass windows have not only eliminated these bad features, but have given us two windows which are very beautiful in construction and we consider have very greatly improved the facade of our building. We do not hesitate to tell you that we are more than pleased with this installation from every standpoint and particularly in the fact that the displays we are now presenting have actually sold goods and our sales have increased in a most satisfactory manner in the goods we have shown in these new windows. The favorable comments on these windows and displays have been too numerous for us to attempt to relate, both from competitors and customers and we assure you we are very happy to have made this change in our windows, which we consider one of the most important in our business for many years.

We would also like to take this opportunity to thank you for your keen interest and undivided attention during the entire work of this installation.

Very truly yours,

**"HAVE NEVER DONE ANYTHING BEFORE WHICH HAS BEEN SO SUCCESSFUL"**

—reports Biltmore Florists, Los Angeles, Cal.



Model M-2686

Length 10'-0"

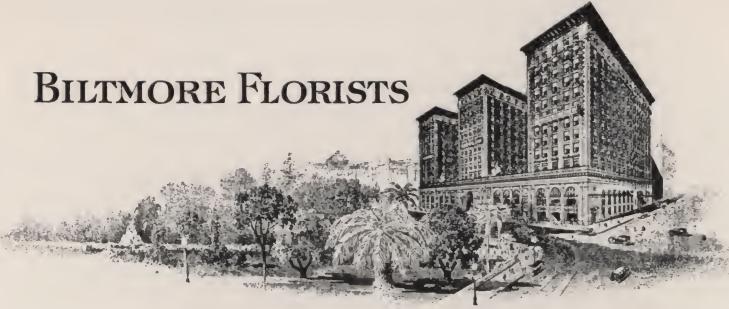


RECOMMEND  
INVISIBLE GLASS  
WINDOW UNITS  
TO ANY FLORIST AS  
SUCCESSFUL MERCHANT-  
DISING FEATURE



GENERAL OFFICES  
774 So. WALL STREET  
LOS ANGELES  
BILTMORE NURSERIES  
AND GREENHOUSES  
ELEVENTH & VERNON  
TELEPHONES  
LOS ANGELES, MICHIGAN 2222  
BEVERLY HILLS, OXFORD 6144  
SAN DIEGO, FRANKLIN 6233

## BILTMORE FLORISTS



STORES  
LOS ANGELES  
BILTMORE HOTEL  
EIGHTH & WALL STS.  
ELEVENTH & VERNON  
WILSHIRE & WESTERN  
BEVERLY HILLS  
450 NO. BEVERLY DRIVE  
SAN DIEGO  
EXCLUSIVE FLORISTS  
SIXTH & "B" STS.

September 13, 1937

Invisible Glass Corporation,  
33 W. 60th Street,  
New York, N.Y.

Dear Sir: Attention: W.E. McCormick

Our installation of invisible glass in  
our Biltmore Hotel shop was made about  
sixty days ago.

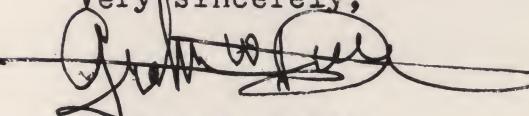
Without any advertising whatsoever, the  
first ten days after installation drew  
more than thirty thousand people.

We have received city-wide comment about  
it and are now preparing for a formal  
opening, which we feel will be nothing  
short of sensational, judging from the  
reaction of the public already.

I don't believe we have ever done any-  
thing before which has been quite so suc-  
cessful, both in displaying our merchan-  
dise and in creating a public interest  
in our windows.

We feel we can heartily recommend the  
installation of invisible glass to any  
florist in the country, as a successful  
merchandising feature, and one that  
really brings out the beauty and color  
of flowers--which is one of the most im-  
portant things in our business.

Very sincerely,

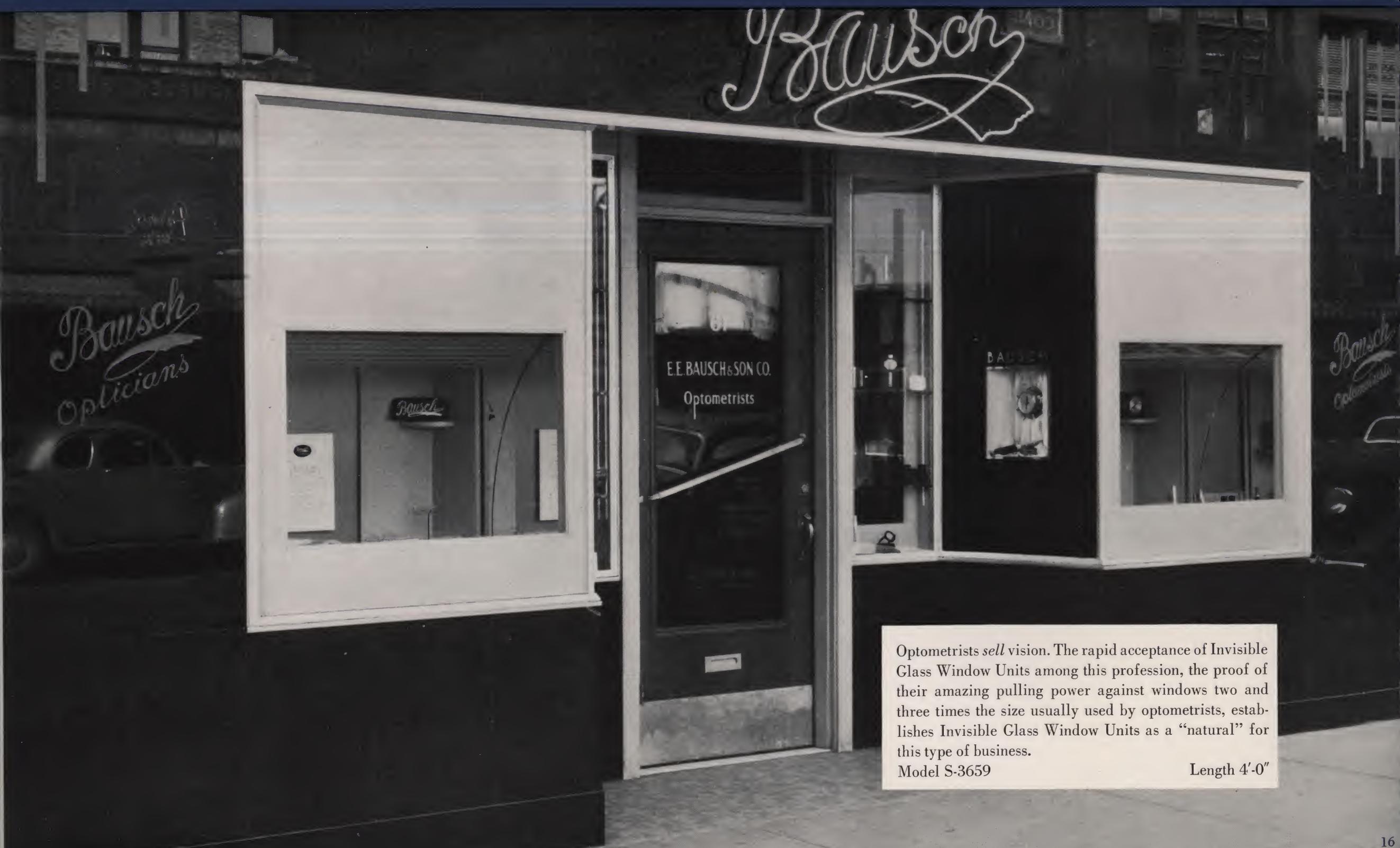


Graham W. Dible,  
President.

GWD:mm

# "INVISIBLE GLASS WINDOW UNITS CREDITED WITH INCREASING SALES 39%"

—reports Rochester, N. Y., Optometrist



Optometrists *sell* vision. The rapid acceptance of Invisible Glass Window Units among this profession, the proof of their amazing pulling power against windows two and three times the size usually used by optometrists, establishes Invisible Glass Window Units as a "natural" for this type of business.

Model S-3659

Length 4'-0"

★ ★ ★ ★ ★

*Bausch*  
ESTABLISHED 1853  
6 MAIN STREET EAST - 51 EAST AVENUE  
ROCHESTER, N.Y.

April 27, 1937

Invisible Glass Co. of America, Inc.  
33 West 60th St.  
New York, N. Y.

Attention of Mr. A. C. F. Keleher

Gentlemen:

It might be of interest to you to know that the new windows which were installed on February 20th seem to have improved business at our East Avenue location.

In March of this year our increase was approximately 56% over March of 1936, while at the Main Street store, for the same period, the increase was only about 17%. We do not know of anything else which would make such a difference except the fact that the windows were in at that time.

We are passing this information on to you, trusting it will be helpful in producing the same amount of business for concerns who may be contemplating putting these windows in.

With kindest regards, we are

Cordially yours,

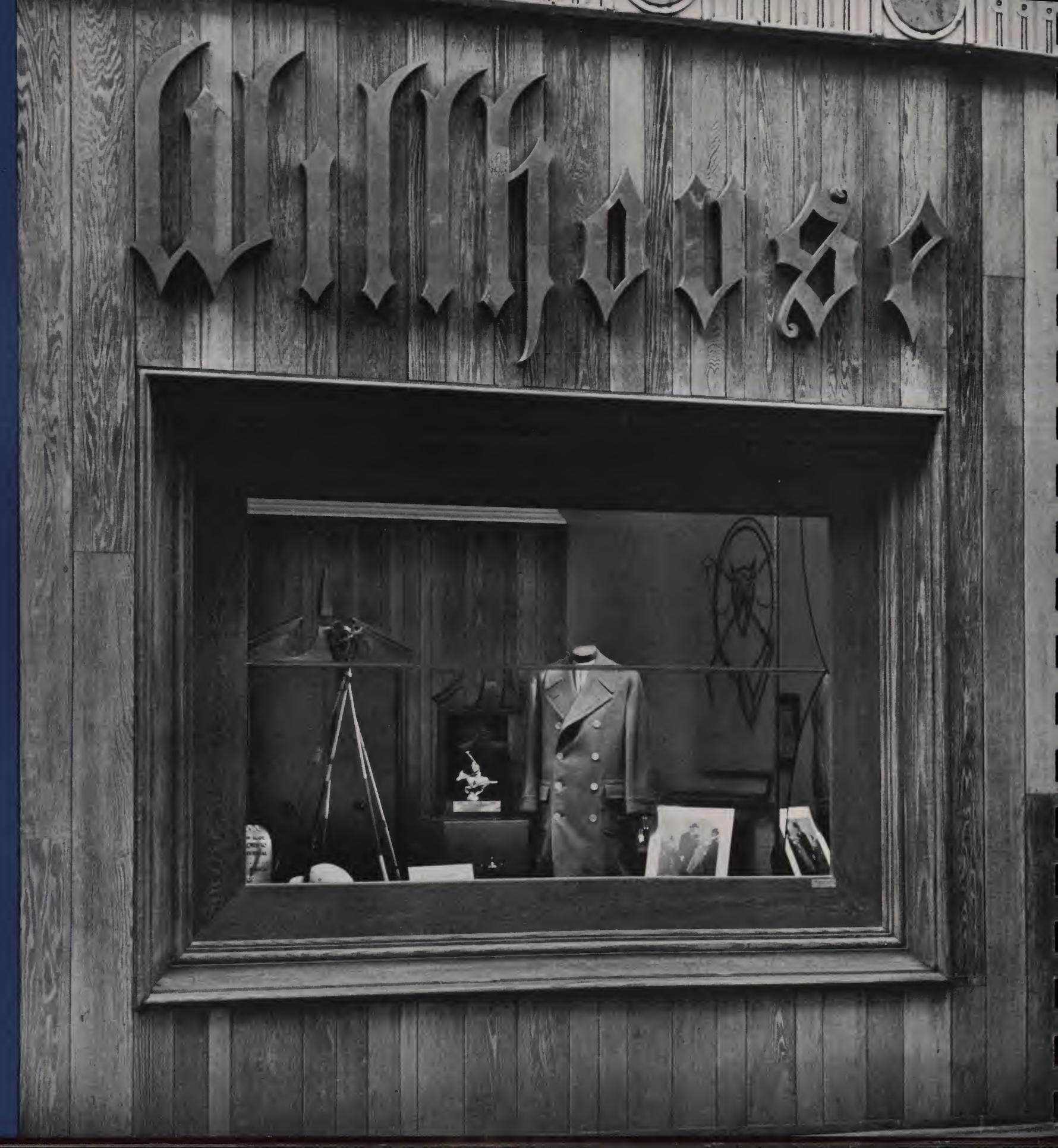
E. E. BAUSCH & SON CO.

CRB:L

By *E. E. Bausch*

★  
TRIED EVERY  
KNOWN METHOD  
OF BRINGING  
PEOPLE INTO SIDE  
STREET STORE...THEN  
INVISIBLE GLASS  
WINDOW UNITS  
VIRTUALLY PUT US  
“ON THE AVENUE”

Advises East 47th St. Merchant  
NEW YORK



“PAID  
FOR ITSELF  
MANY TIMES OVER”



# Willhouse

5 EAST 47th STREET • NEW YORK • ELDORADO 5-4750

October 20, 1937

Mr. Wm. E. McCormick  
c/o Invisible Glass Co.  
33 West 60th St.  
New York City

Dear Mr. McCormick:

Immediately after our invisible glass window was installed our business showed a marked improvement. We opened a number of new accounts which we attribute directly to our invisible glass. I did not write you sooner for I thought the novelty of our window was responsible for the increase.

As you know, we are in a side street and have tried every known method of bringing people into our shop, and I can say, after ten months, our invisible glass window is creating as much interest as at first-and our sales have further increased.

Invisible glass has virtually put us on the avenue. The window has paid for itself many times over. Do not hesitate to call upon me if I can be of any help in convincing a prospective client of yours.

Very truly yours,  
*Leon M. Block*  
Willhouse, Inc.  
Leon M. Block

LB/gw

# JEWELERS

*Right*

Trabert & Hoeffer, Inc.  
Maubossin, Los Angeles, Cal.  
Model S-3659 Length 3'-6"

*Below*

Birks, Montreal, Quebec  
Model S-3059 Length 10'-0"



**TODAY... IN VIRTUALLY ALL LINES OF RETAIL BUSINESS INVISIBLE**

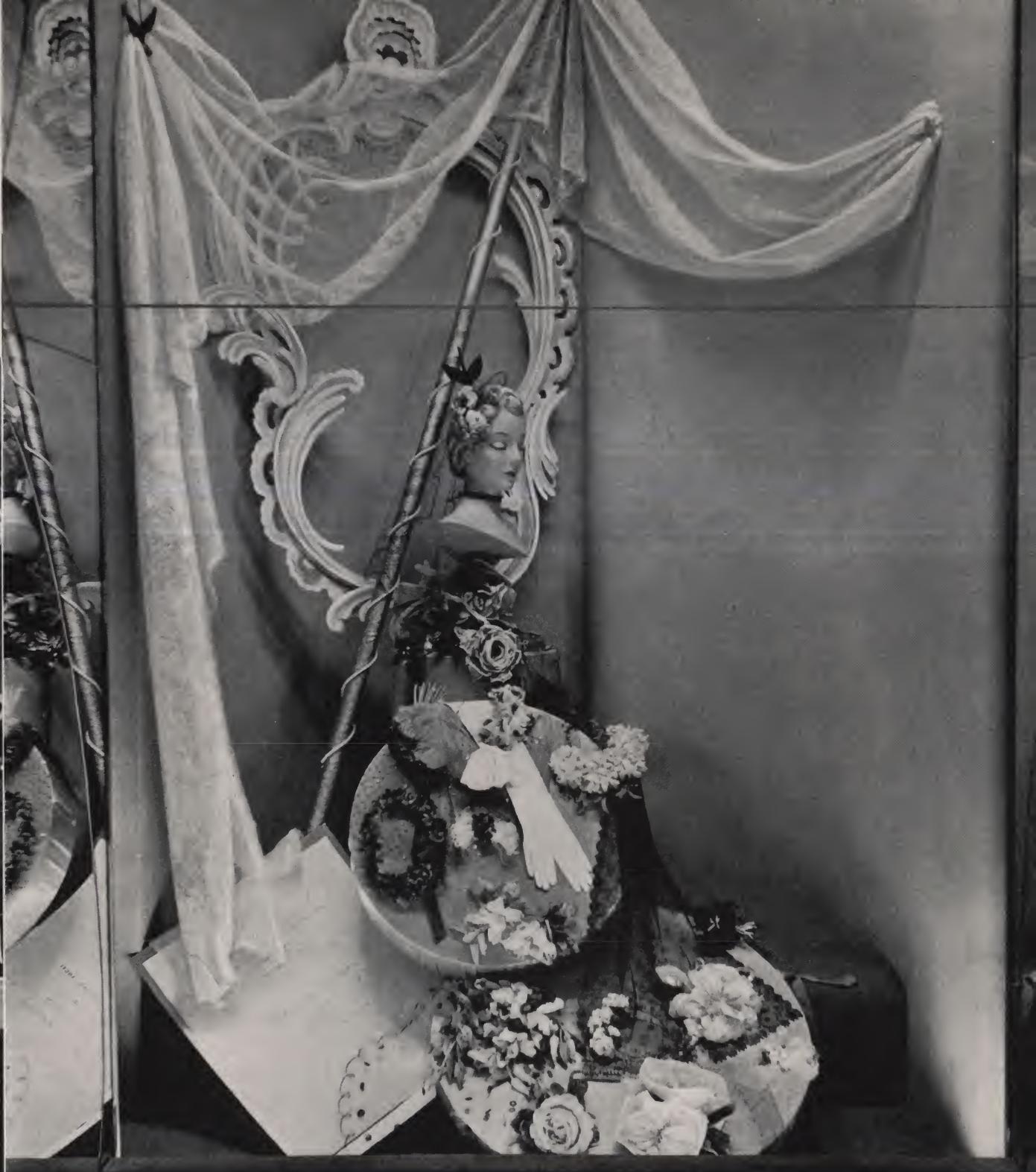
# DEPARTMENT STORES

*Right*

Lord and Taylor,  
New York City  
Model H-3086 Length 5'-0"

*Below*

Burdine's, Miami, Florida  
Model L-2076 Length 18'-6"



# GLASS WINDOW UNITS ARE PROVING THEIR POWER TO INCREASE SALES

# GLASSWARE

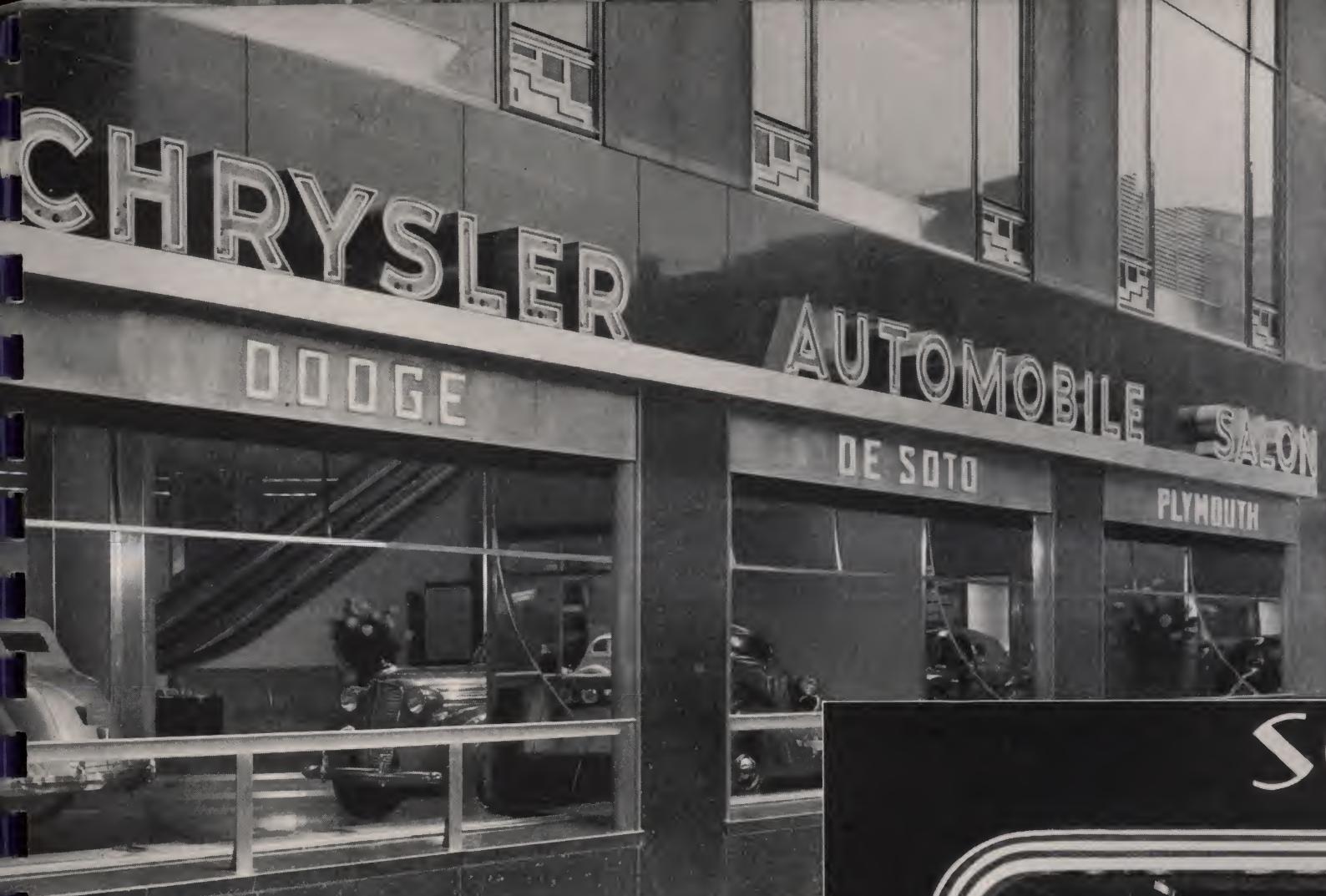


Steuben Glass Company,

New York City

Model S-3062 Length 11'-0"





AUTOMOBILES

*Left*

Chrysler Automobile Salon, New York  
Model Special                           Length 16'-0"



SHOES

*Right*

Sommers, New York  
Model Special S-3062                   Length 7'-0"

MEN'S CLOTHING  
AND FURNISHINGS

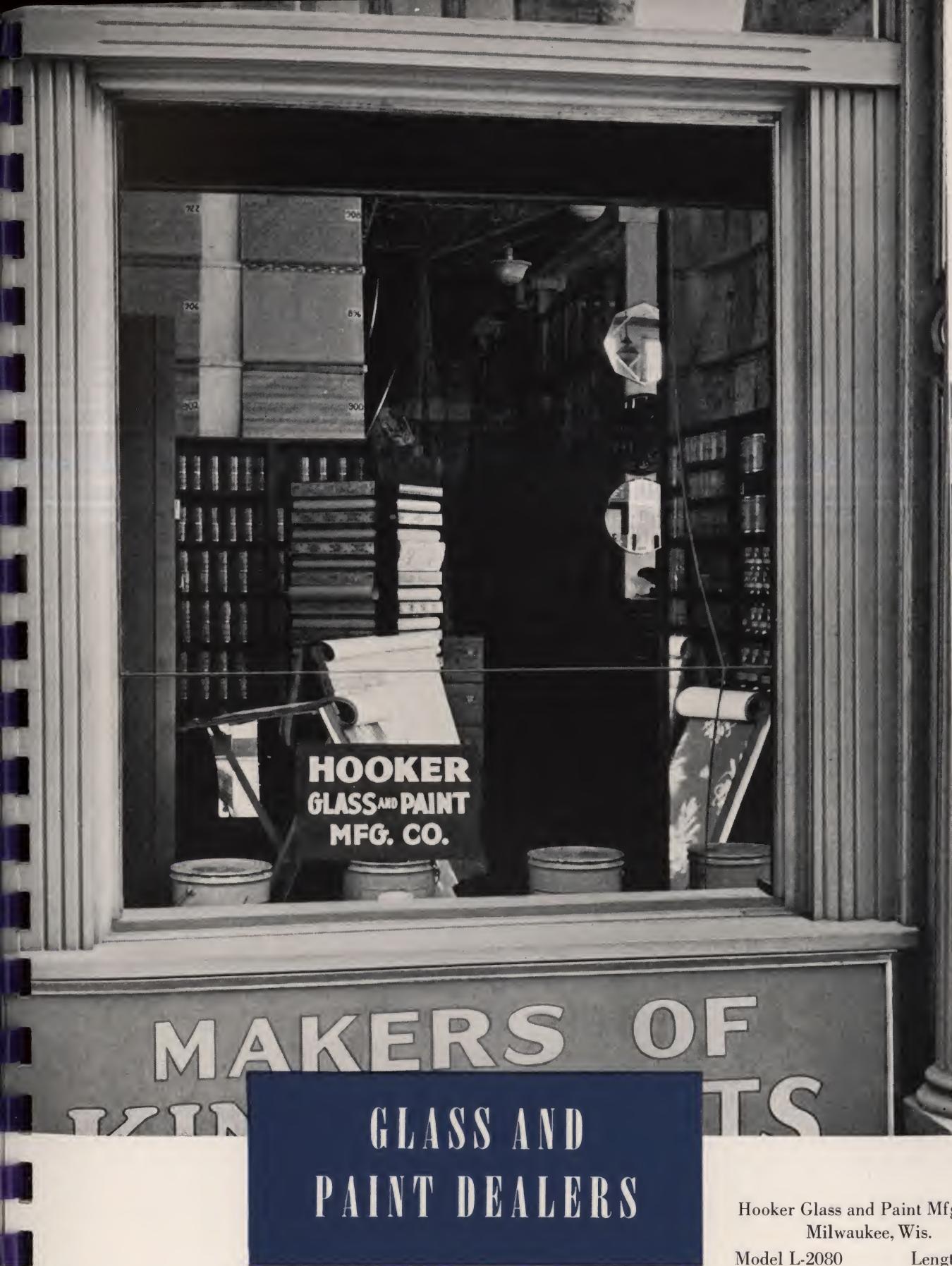


Brooks Brothers, New York City  
Model H-3680      Length 8'-0"



CONFECTiONER

Louis Sherry, Inc., New York City  
Model S-3059      Length 5'-10 $\frac{3}{4}$ "



Hooker Glass and Paint Mfg. Co.,  
Milwaukee, Wis.  
Model L-2080      Length 6'-0"



Cork and Bottle, New York City  
Model Special S-3062   Length 8'-0"

## WOMEN'S GOWNS

G. Fox, Hartford, Conn.

Model H-3086   Length 11'-6"

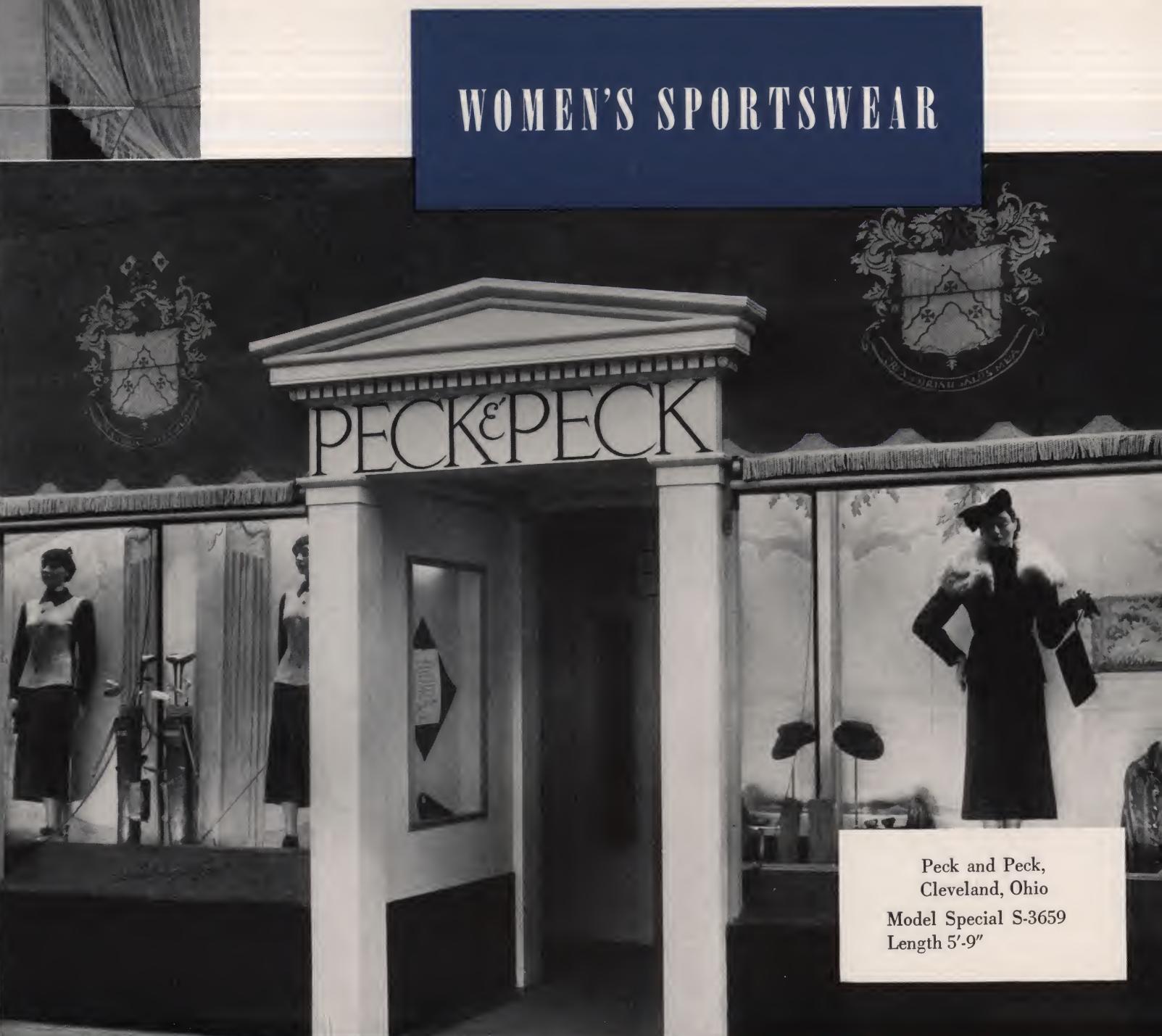


## WOMEN'S SPORTSWEAR

PECK & PECK

Peck and Peck,  
Cleveland, Ohio

Model Special S-3659  
Length 5'-9"

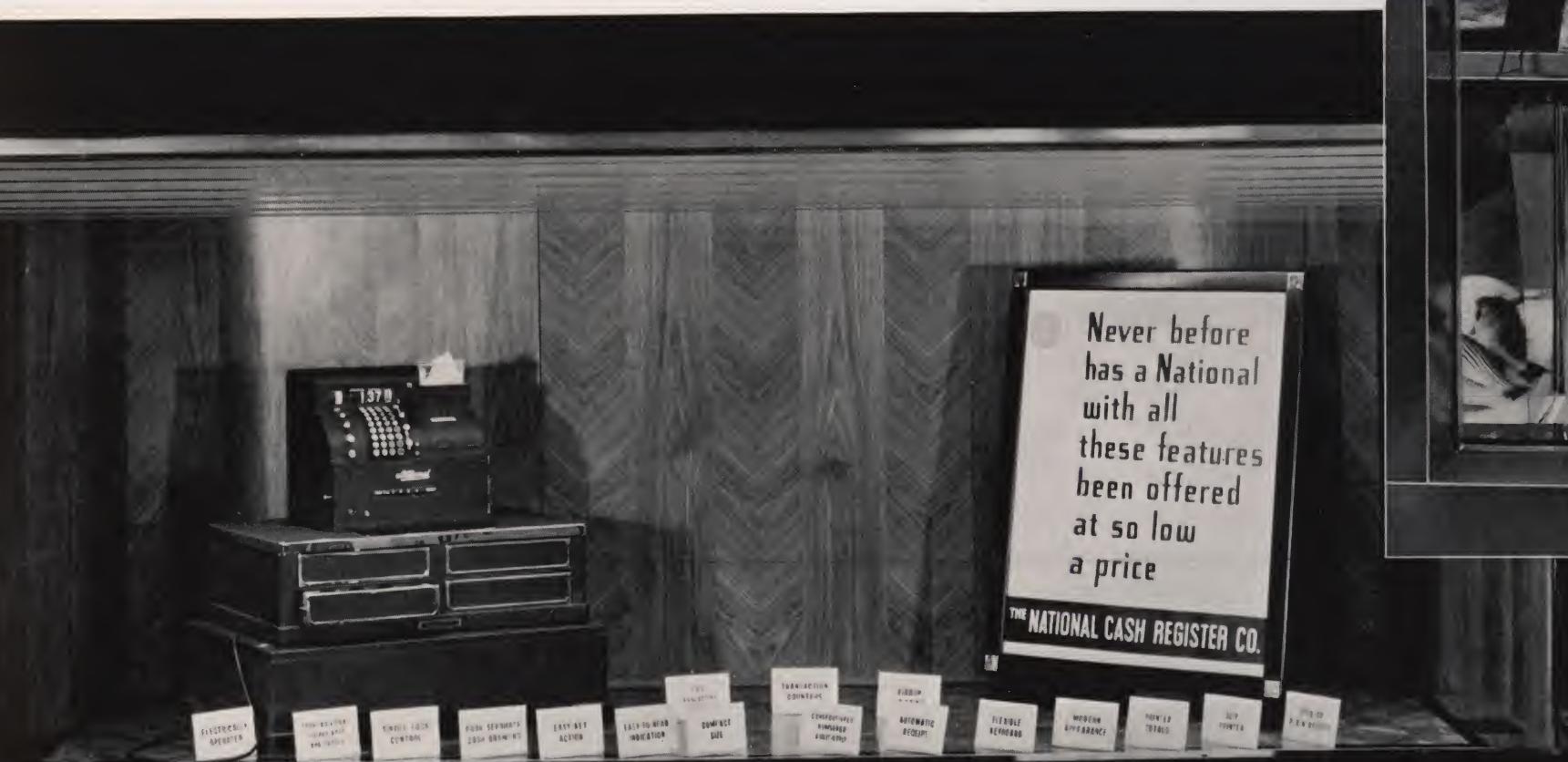


## SEA FOOD

## FROGS LEGS

*Right*

Wynne & Treanor, New York  
Model M3070 Length 4'-0"



## COMMERCIAL

*Left*

National Cash Register, Dayton, Ohio  
Model S-3062 Length 12'-0"

# ALREADY...THE LIST OF AMERICAN FIRMS USING

B. R. Baker Co.	Men's Wear	Toledo, Ohio	G. Fox & Co.	Department Store	Hartford, Conn.
E. E. Bausch & Son Co.	Opticians	Rochester, N. Y.	Gimbel Bros.	Department Store	Philadelphia, Pa.
Childs	Restaurant	New York City	C. G. Gunther's Sons	Furs	New York City
Chrysler International Salon	Motor Showroom	New York City	Hale's Bedding Stores, Inc.	Bedding	New York City
Biltmore Florists	Florists	Los Angeles, Cal.	Wm. Hengerer Co.	Department Store	Buffalo, N. Y.
Broer-Freeman Co.	Jewelers	Toledo, Ohio	Hooker Glass & Paint Co.	Dealers	Milwaukee, Wis.
Brooks Bros.	Men's Wear	New York City	Idaho Glass & Paint Co.	Dealers	Pocatello, Idaho
Burdine's	Department Store	Miami, Fla.	Jenny Shop	Gowns	Cincinnati, Ohio
Edw. A. Caroe	Optician	San Angelo, Texas	Jordan Marsh Co.	Department Store	Boston, Mass.
Continental Baking Corp.	Foods	New York City	S. & N. Katz	Jewelers	Washington, D. C.
Cork & Bottle	Wines and Liquor	New York City	Kaufmann Dept. Stores, Inc.	Department Store	Pittsburgh, Pa.
The Dayton Co.	Department Store	Minneapolis, Minn.	Keensight Optical Company	Opticians	Brooklyn, N. Y.
Joseph Frank & Son, Inc.	Men's Wear	Nashville, Tenn.	S. S. Kresge	Chain Variety	Olean, N. Y.

# INVISIBLE GLASS WINDOW UNITS HAS GROWN TO THIS:

H. Lewkowitz	Jeweler	New York City	Sommers, Inc.	Shoes	New York City
Lord & Taylor	Department Store	New York City	Steuben Glass, Inc.	Glass Products	Palm Beach, Fla.
Maier & Berkele, Inc.	Jewelers	Atlanta, Ga.	Steuben Glass, Inc.	Glass Products	New York City
Mandel Brothers	Department Store	Chicago, Ill.	Thalhimer Bros., Inc.	Department Store	Richmond, Va.
Marcus & Co.	Jewelers	New York City	Tilden-Thurber Corp.	Jewelers	Providence, R. I.
Harry Meyers, Inc.	Florist	New York City	Trabert & Hoeffer, Inc., Mauboussin		
National Cash Register Co.	Commercial	Dayton, Ohio		Jewelers	Beverly Hills, Cal.
Owens-Illinois Glass Co.	Glass Products	New York City	Jay Te Winburn	Photographer	New York City
Peck & Peck	Sportswear	Cleveland, Ohio	Willhouse, Inc.	Tailor	New York City
Dr. Roth	Optician	New York City	Wynne & Treanor	Fish Market	New York City
Saks-Fifth Avenue	Department Store	New York City	Wolf & Dessauer	Department Store	Fort Wayne, Ind.
Louis Sherry	Confectioner	New York City	Woodward & Lothrop	Department Store	Washington, D. C.
Shreve, Treat & Bacret	Jewelers	San Francisco, Cal.	Worth's	Women's Wear	Waterbury, Conn.
A. F. Smith Co., Inc.	Jewelers	Omaha, Neb.	Zell Brothers	Jewelers	Portland, Ore.

# HERE'S WHAT AUTHORITIES ARE SAYING ABOUT INVISIBLE GLASS WINDOW UNIT ADVANTAGES:

## EDWARD S. ARKOW

*Display Mgr., Gimbel Bros.,  
Philadelphia*

“The advertising value of Invisible Glass Window Units is exceedingly large. The estimate of those who stop to peer in at our new window . . . is well over 400 per hour in the daytime. This is more than six times the previous number.”

## “APPAREL ARTS”

*Authoritative Apparel Merchandising  
Magazine*

“. . . when the Invisible Glass Company of America cleared its last patent, nothingness—non-existence—suddenly became a piece of merchandise. Furthermore, it became an aid to merchandising.” . . .

## WILLIAM BAYARD OAKIE, JR.

*New York Display Designer and  
Counsel*

“To my mind Invisible Glass Window Units are the greatest advance in the field of store front construction, especially as they affect lighting and design, since the introduction of the electric light. They are certainly one of the real achievements of our time.”

## POLLY PETTIT

*Director, New York School of Display*

“Invisible Glass Window Units are undoubtedly the greatest single step that show window display has taken in many years. They have the magic quality of making the customer desire the merchandise because he is much nearer to it, and of breaking down the long jump toward the completed sale.”

## WILLIAM PLATT, ARCHITECT

“Flat glass windows offer reflections from the outside that never can be wholly counter-balanced by strong inside lighting. The result is a barrier between the spectator and the display. The curved plate, along with the supplementary equipment supplied by your Company, definitely does solve this problem to an exceptional degree. The window display, and in fact the entire interior comes into an intimate reality when viewed from the outside.”

## NATIONAL GROCERS' BULLETIN

“People living in glass houses should not throw stones. Similarly it won't be long now before grocers everywhere will have to throw out their old-fashioned window glass and install Invisible Glass Window Units.

“And the grocer who keeps in step with the times will install Invisible Glass Window Units because the pulling power of his windows will be increased 100 per cent, as is testified to by the grocers who have pioneered and were the first to install Invisible Glass Window Units in America.”

## MEN'S WEAR

*Leading Men's Furnishings Magazine*

“The B. R. Baker Company, Toledo, Ohio, recently installed Invisible Glass Window Units with results that have been amazing. Merchandise displayed behind Invisible Glass Window Units was “keyed” and records revealed that there was an immediate call for the particular patterns, color, fabric and style shown, a demand far surpassing the calls for merchandise shown in the other fifteen windows of the store.”

## MARTIN JENTER

*President, Jenter Exhibits, Inc., New York*

“Invisible Glass Window Units deliver the finest worth in advertising, well beyond window display values. In addition their drawing power makes all other accompanying advertising more valuable.”

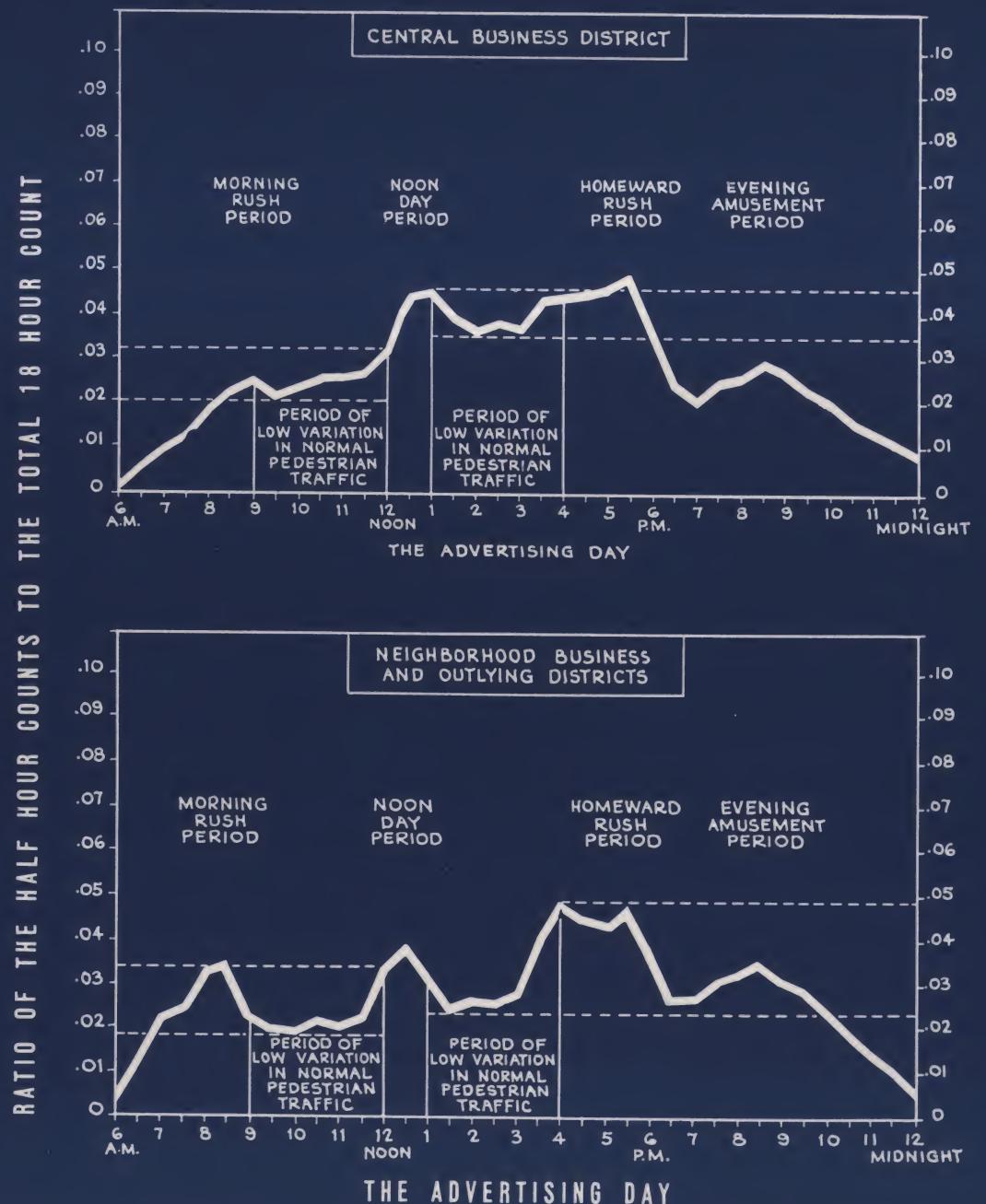
## FLORISTS TELEGRAPH DELIVERY NEWS

“No commercial product of the past few years seems to have been designed expressly for flower shop windows as have Invisible Glass Window Units.”

AND HERE AT A GLANCE  
IS WHY INVISIBLE GLASS  
WINDOW UNITS  
INCREASE SALES

# CHARACTERISTICS OF WINDOW DISPLAY CIRCULATION

The normal variation of window display circulation for the advertising day in the central business district and neighborhood business district.



Reproduced through the courtesy of  
The Advertising Research Foundation.



**WITH FLAT GLASS** remember,  
that reflections are *worst* when shopping traffic is  
at its *highest*.

'S  
ep PRODUCTS



WITH INVISIBLE GLASS WINDOW UNITS there are no  
reflections at *any* time. Their greatest extra merchandising power, in contrast to other windows,  
is when shopping traffic is at a peak.

# WHAT MAKES IT INVISIBLE?

**A SIMPLE EXPLANATION.** Under certain conditions clean plate glass is transparent. This quality alone would make it ideal for display windows. But that is only part of the story. Plate glass also has two highly polished surfaces, which are decided liabilities. Because polished surfaces, even on transparent glass, cast back a high percentage of the light and shadows falling on them from both sides. The amount of these reflections varies with light conditions, up to the point where glass becomes a perfect mirror and the merchandise in the display window cannot be seen at all.

Sometimes it is possible to concentrate sufficient light intensity on the *inside* of the window to overpower most of the reflections from the outside and thus approach "invisibility". This is true, however, only at night—when sales potential is practically zero. And it is true only when there are no conflicting auto lights, signs, street lamps, or similar sources of reflection.

The truth is that under normal conditions ordinary flat glass is disconcertingly "visible". The reflections ordinarily are far more prominent than the merchandise itself. The result is a confused image and tremendous loss of advertising value and sales effectiveness.

Since the reflections are caused by the casting of light . . . either from a direct light source or reflected from other surfaces, if these reflections can be removed the glass will be "invisible" because there will be nothing on which the eye can focus and *see*. This disposal of reflections can be achieved by curving the glass. The physical law that any surface reflects light on straight lines, the angle of incidence (angle at which light strikes window) being equal to the angle of reflection (angle at which reflection goes back), enables us to calculate the exact curve of glass required.

If the making of an Invisible Glass Window Unit involved merely this bending of plate glass it would be a simple and inexpensive matter to build and install.

But with light and reflections falling on the window from every conceivable direction, the real problem is the development by mathematical formulae of a compound curve, the effect of which is to bury into a dead-black surface (baffle) or put beyond the range of vision *every* reflection that would otherwise be visible.

The drawing below (Fig. 2) indicates how this is done, in comparison with the reflections from ordinary flat glass, (Fig. 1).

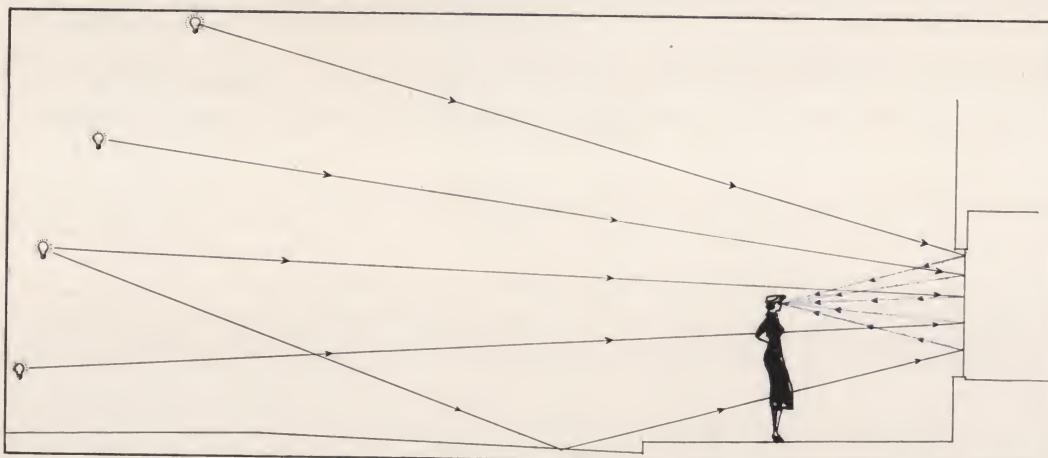


FIG. 1—FLAT GLASS REFLECTION DIAGRAM. This illustrates how objects represented by lamp bulbs across the street or anywhere in front of the window are reflected by flat glass and visible to the eye. Every reflection tends to prevent the passer-by from seeing the merchandise in the window.

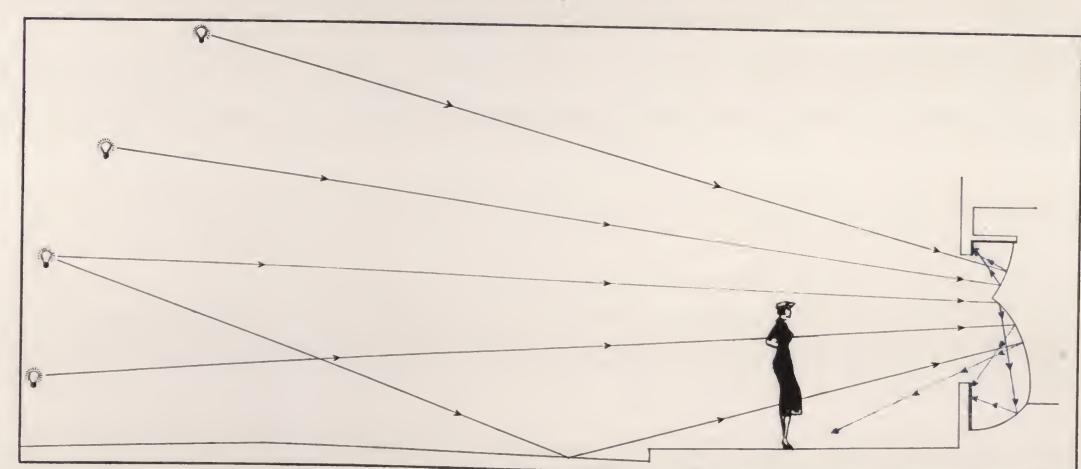


FIG. 2—INVISIBLE GLASS REFLECTION DIAGRAM. This illustrates how every ray of light that would be reflected into the eye of a passer-by is turned back at such an angle that it is buried into the dead black surface of the baffle or is beyond the range of vision.

# HOW INVISIBLE GLASS WINDOW UNITS ARE MADE

Each Invisible Glass Window Unit is a carefully calculated combination of finest quality glass, accurate bending, perfectly-fitted mirrors and precision-built chassis—all designed, engineered and assembled with scientific precision.

After determining the size of window opening, depth of window

floor, width of sidewalk, pitch of sidewalk to curb, and pitch of the street, the Invisible Glass engineering department uses scientific formulae and equations to plot the curve of glass to fit these individual conditions. The manufacturing process is then completed in eighteen separate steps.



**1 FULL SIZE DRAWING**—The engineering department's scaled design is redrawn by skilled draftsmen to the exact size of the window to be installed.



**2 PRESSED WOOD TEMPLATES**—From the full size drawings pressed wood templates are executed faithfully to the exact measurements of the original glass bending curves.



**3 WOOD OR METAL BENDING PATTERNS**—From these pressed wood templates the glass bending plant makes identical patterns of wood, or metal, to be used in actually fashioning the molds.



**4 BENDING KILN**—The glass is bent in a huge bending kiln which can accommodate several large plates of glass at the same time. The molds are made in the sand beds of these kilns.



**5 MAKING THE MOLD**—The sand mold is made by running the pattern through the sand box from end to end over a pair of carefully leveled steel runners. The molders' sand is then sprinkled with pumice to prevent it sticking to the glass. This operation requires the greatest of skill and craftsmanship, for the finished sand mold must be a faithful reproduction of the original engineering drawing.



**6 SELECTING THE GLASS**—A sheet of plate glass,  $\frac{1}{4}$  inch thick, is carefully selected from the finest silvering quality stock after undergoing thorough tests for bubbles, strings, burns, short finish and other imperfections.



**7 FITTING GLASS TO MOLD**—The glass is cut to the exact size desired and placed over the sand mold in the kiln. This operation must be handled with mechanical precision to insure true register of the finished bend.



**9 SLOW ANNEALING PROCESS**—The cooling of the glass must be carefully and slowly controlled so that the finished Invisible Glass bend will be tough and elastic. This slow annealing process requires about 16 hours and is done with all the care and scientific exactitude of the heating. At the end of the annealing, the finished bend is removed from the kiln.



**8 BENDING OPERATION**—The bending of the glass is done under accurately controlled and distributed temperature conditions. Temperatures are held to a 10-degree tolerance at 1400 degrees F.—just under the melting point—to prevent "running" and thinning out of the bends. The heat is evenly distributed over the entire surface to prevent glass faults, and to insure perfect over-all conformance to the mold. Under these conditions the glass "bends" of its own weight into the perfect shape of the engineer's pattern after four hours of heating.



**10 TRACING ENDS OF THE GLASS BEND**—The bent glass is then placed on pressed wood and careful tracings of each end made. The end facings of an Invisible Glass Window Unit are mirrors, and must fit accurately, but with sufficient tolerance to compensate for heat expansion. These accurate tracings are a check to insure the greatest precision.



**11 CUTTING AND POLISHING MIRRORS**—The tracings are used in cutting the mirrors to the exact sizes required. This insures a perfect fit for the glass and mirrors. After cutting the edges of the mirrors, they are carefully ground and polished before they are silvered.



**12 LAYING OUT THE CHASSIS**—The identical tracing is then scribed onto the end sections of the chassis. One operation is to cut the curved glass stops, or grooves, which hold the bends and mirrors at each end.



**13** BUILDING THE END SECTIONS—The end sections are constructed and the curved glass stops fitted to them. The stops are then fitted with a tough latex composition to be ready for the glazing of the bends.



**14** ASSEMBLING THE CHASSIS—The remainder of the chassis is constructed and assembled. One operation is to fabricate the formica trough and attach it to the solid bronze gutter. These are built into the bottom part of the chassis.



**15** THE CHASSIS COMPLETE—The entire completed chassis is then assembled and undergoes a rigid inspection for design, material, workmanship and other details.



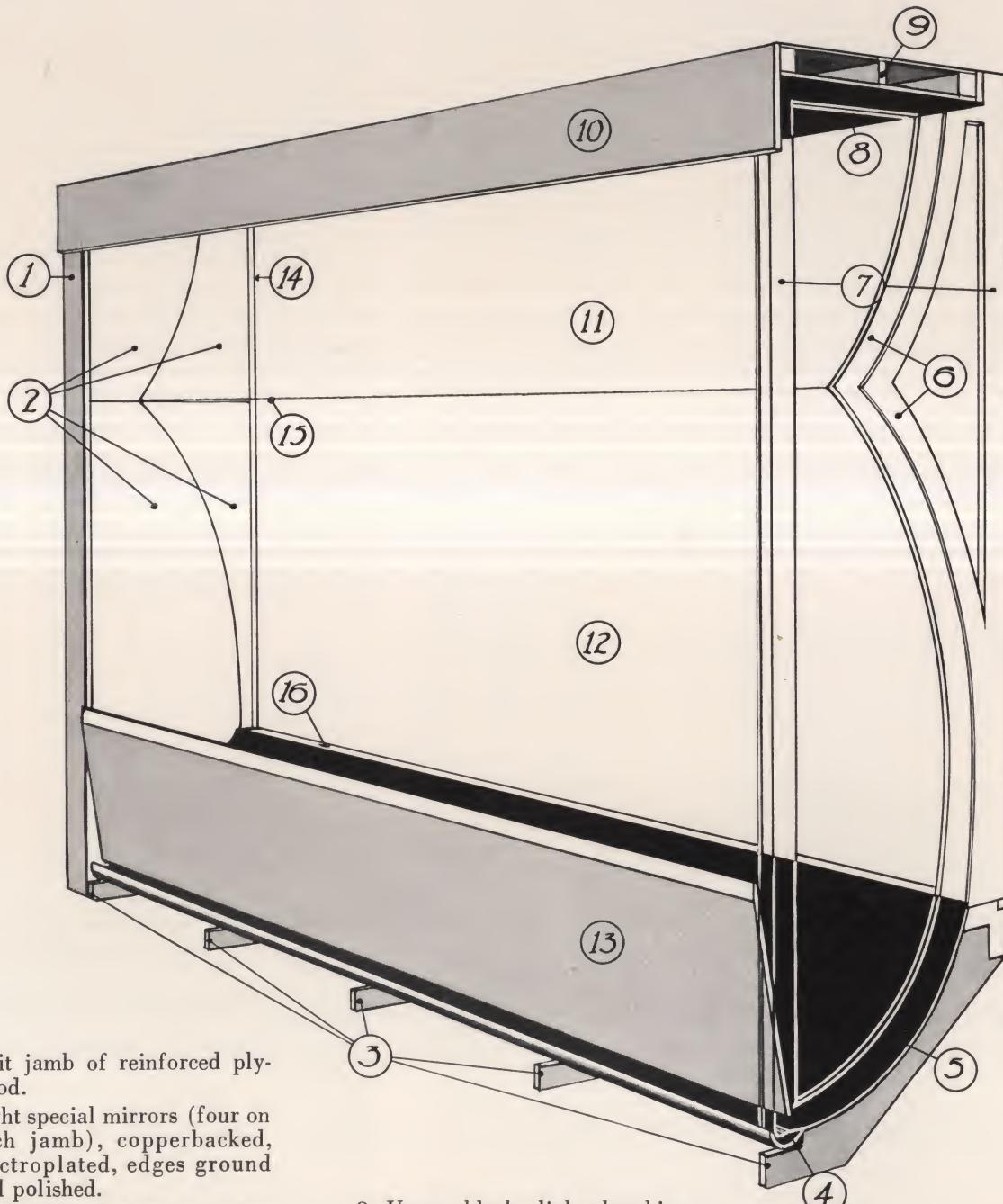
**16** THE GLAZING OPERATION—The bent glass is now fitted into the curved glass stops, carefully set into the latex composition and completely glazed.



**17** SETTING THE MIRRORS—The mirrors are now fitted carefully into place on each side of the bent glass. The work has been so careful and painstaking that these mirrors fit to complete accuracy along the full sweep of the glass.



**18** CRATING AND SHIPMENT—The unit is now packed for shipment, either as a unit, or knocked down for quick reassembly, and shipped to the purchaser for installation in his window. Complete shop drawings are furnished the purchaser at the same time as a working guide.



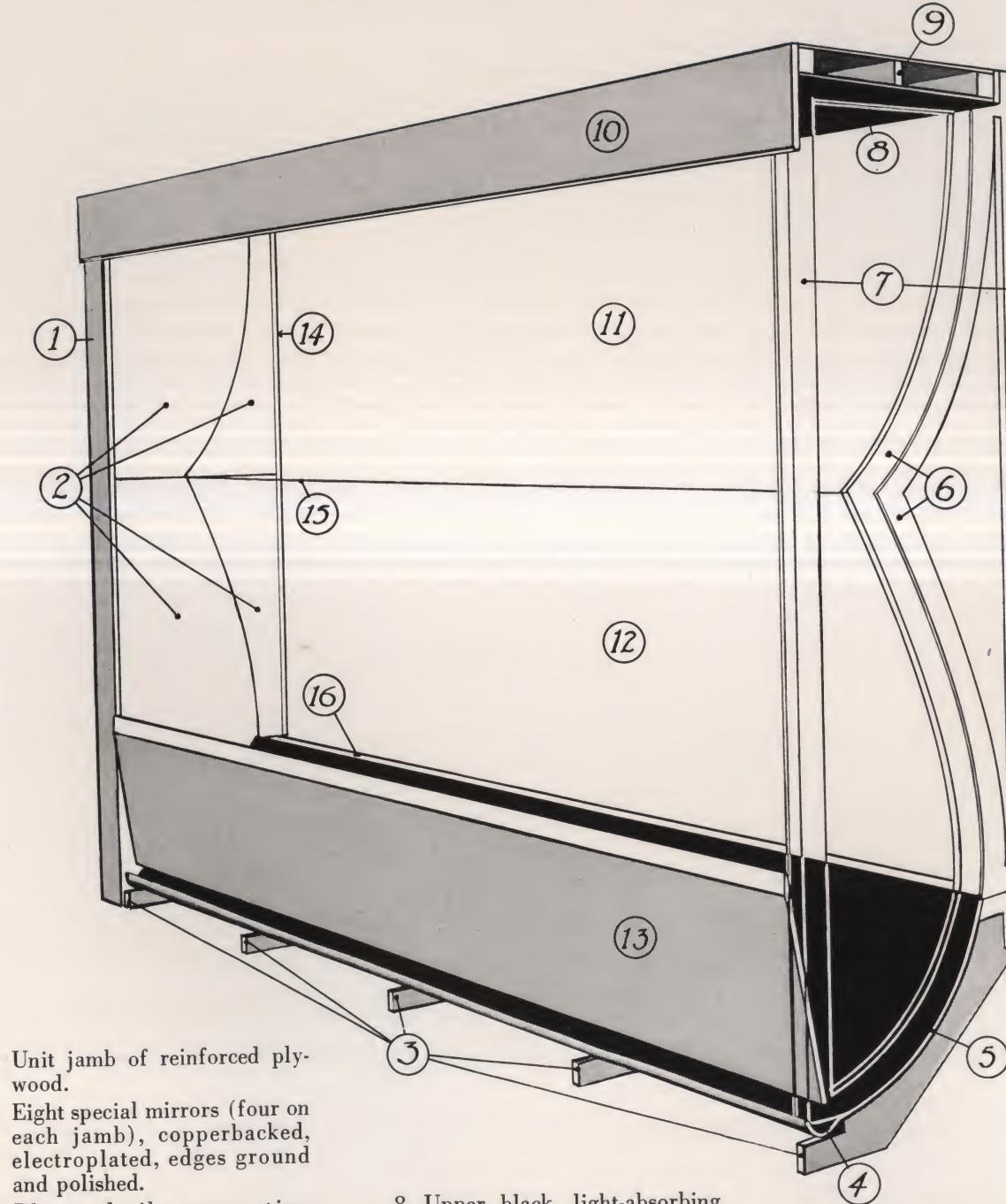
1. Unit jamb of reinforced plywood.
2. Eight special mirrors (four on each jamb), copperbacked, electroplated, edges ground and polished.
3. Plywood ribs supporting trough.
4. Extruded bronze gutter fitted with heavy ends.
5. Reflecting trough of satin finished formica applied to specially formed four-ply core.
6. Special curved glass stops holding rubber cushion for mounting glass.
7. Mirror beds for support and alignment of jamb mirror surfaces.
8. Upper black, light-absorbing baffle.
9. Laminated roof construction.
10. Pelmet or valance to conceal upper baffle.
11. Upper plate of polished silvering quality glass bent to patented formula.
12. Lower plate of polished silvering quality glass bent to patented formula.
13. Lower, black, light-absorbing baffle, inner face covered with
- special weatherproof velvet and hinged to allow the gutter to be cleaned.
14. Interior jamb trim, faced with natural maple to permit finishing to match present store interior woodwork.
15. Cusp bar of non-corrosive metal.
16. Sill rail finished in natural maple to permit matching existing display floor.

## HIGH CUSP TYPE

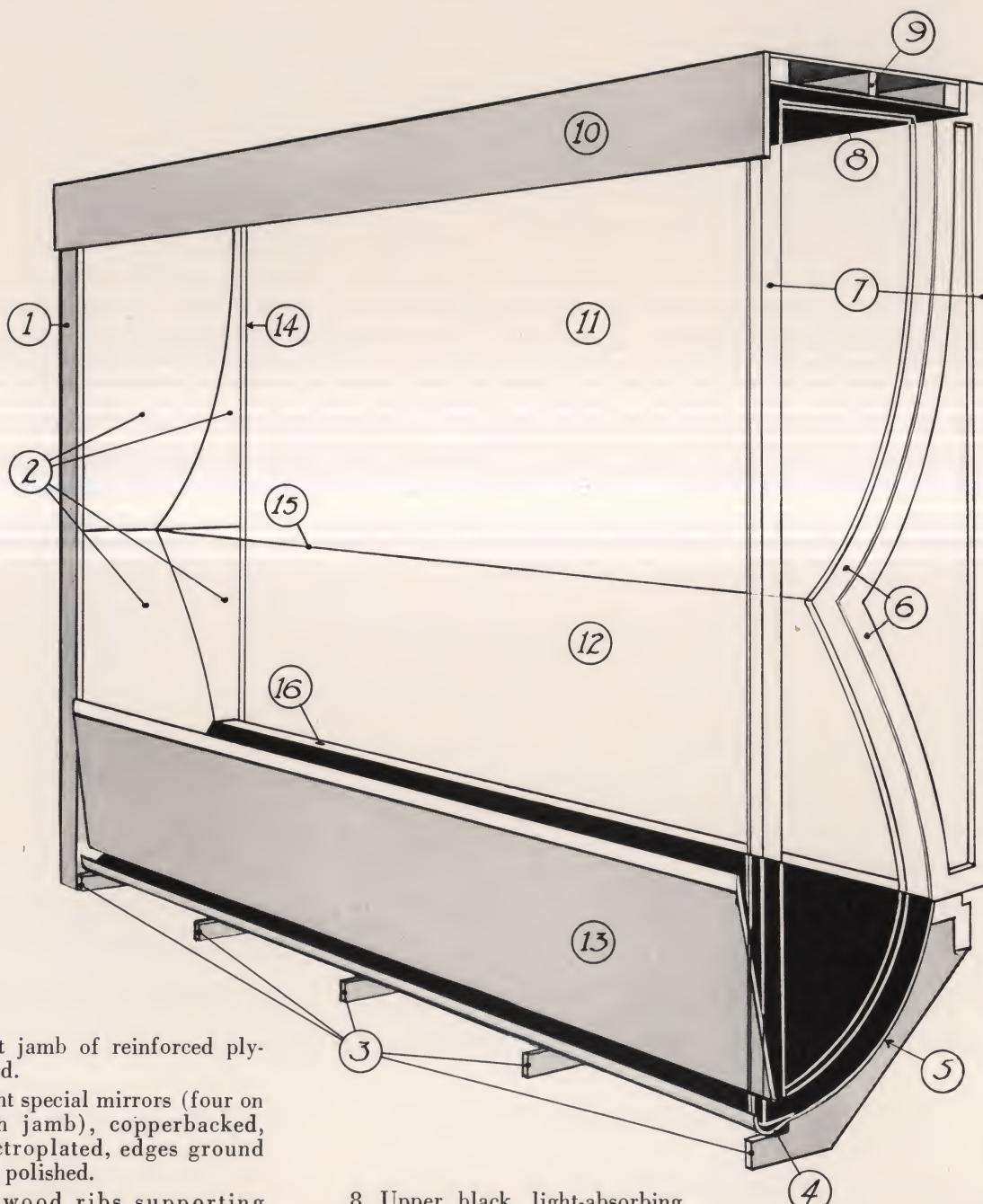
- Ideal for displays of most types of merchandise. Particularly suitable for open showrooms or larger merchandise displays. See pages 1, 21, 24, 26 for photographs of complete installations.

# MIDDLE CUSP TYPE

• Requires least window space of the double bend types, and has a very narrow bottom baffle. Particularly suitable for large windows and where display depth space is at a premium. See pages 14, 18, 27 for photographs of complete installations.



1. Unit jamb of reinforced plywood.
2. Eight special mirrors (four on each jamb), copperbacked, electroplated, edges ground and polished.
3. Plywood ribs supporting trough.
4. Extruded bronze gutter fitted with heavy ends.
5. Reflecting trough of satin finished formica applied to specially formed four-ply core.
6. Special curved glass stops holding rubber cushion for mounting glass.
7. Mirror beds for support and alignment of jamb mirror surfaces.
8. Upper black, light-absorbing baffle.
9. Laminated roof construction.
10. Pelmet or valance to conceal upper baffle.
11. Upper plate of polished silvering quality glass bent to patented formula.
12. Lower plate of polished silvering quality glass bent to patented formula.
13. Lower, black, light-absorbing baffle, inner face covered with special weatherproof velvet and hinged to allow the gutter to be cleaned.
14. Interior jamb trim, faced with natural maple to permit finishing to match present store interior woodwork.
15. Cusp bar of non-corrosive metal.
16. Sill rail finished in natural maple to permit matching existing display floor.



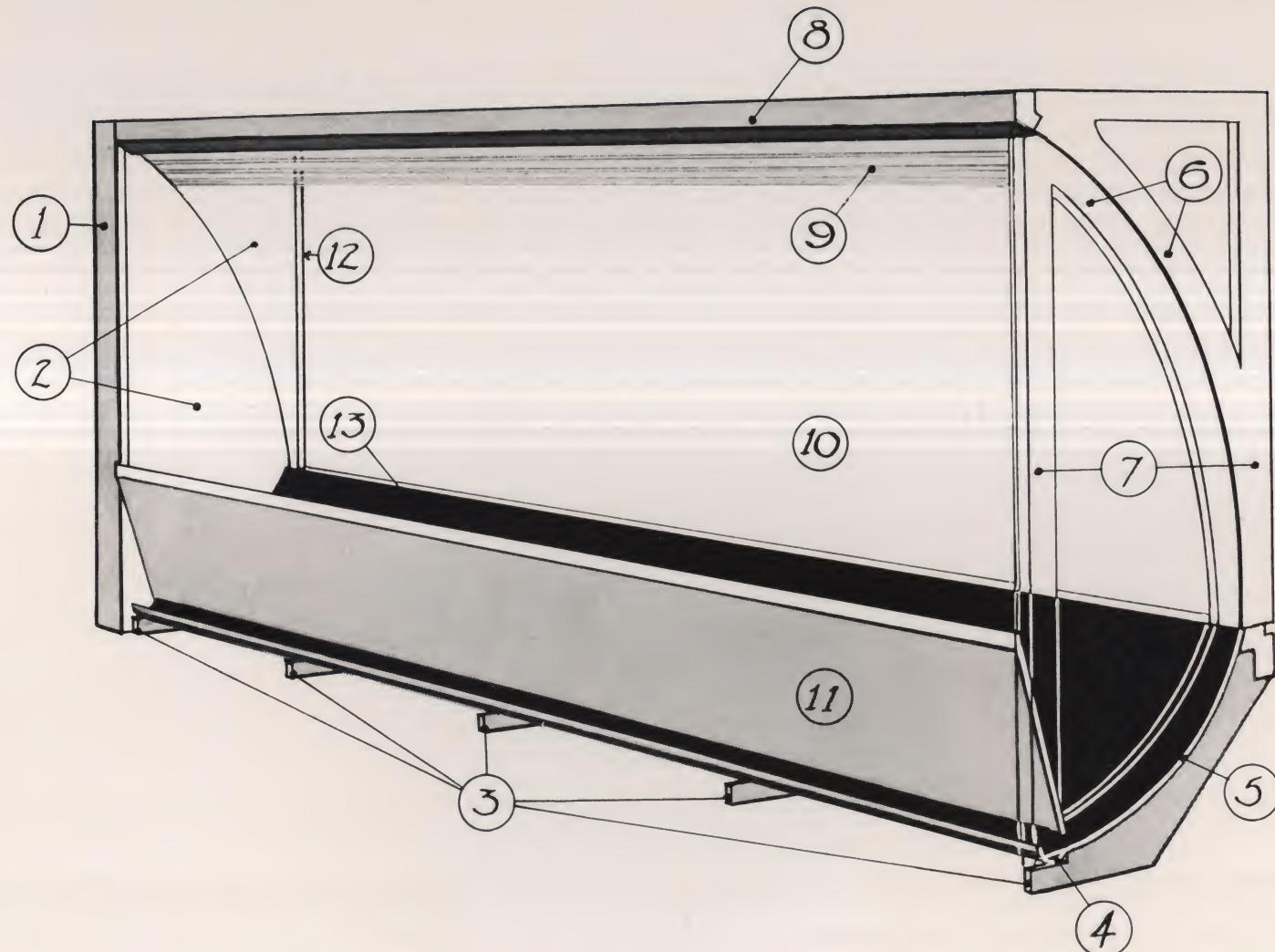
1. Unit jamb of reinforced plywood.
2. Eight special mirrors (four on each jamb), copperbacked, electroplated, edges ground and polished.
3. Plywood ribs supporting trough.
4. Extruded bronze gutter fitted with heavy ends.
5. Reflecting trough of satin finished formica applied to specially formed four-ply core.
6. Special curved glass stops holding rubber cushion for mounting glass.
7. Mirror beds for support and alignment of jamb mirror surfaces.
8. Upper black, light-absorbing baffle.
9. Laminated roof construction.
10. Pelmet or valance to conceal upper baffle.
11. Upper plate of polished silvering quality glass bent to patented formula.
12. Lower plate of polished silvering quality glass bent to patented formula.
13. Lower, black, light-absorbing baffle, inner face covered with special weatherproof velvet and hinged to allow the gutter to be cleaned.
14. Interior jamb trim, faced with natural maple to permit finishing to match present store interior woodwork.
15. Cusp bar of non-corrosive metal.
16. Sill rail finished in natural maple to permit matching existing display floor.

## LOW CUSP TYPE

- Designed particularly for tall displays. Provides more display floor space than high cusp type. Also usable for open showrooms. See pages 8, 10, 12, 21, 25 for photographs of complete installations.

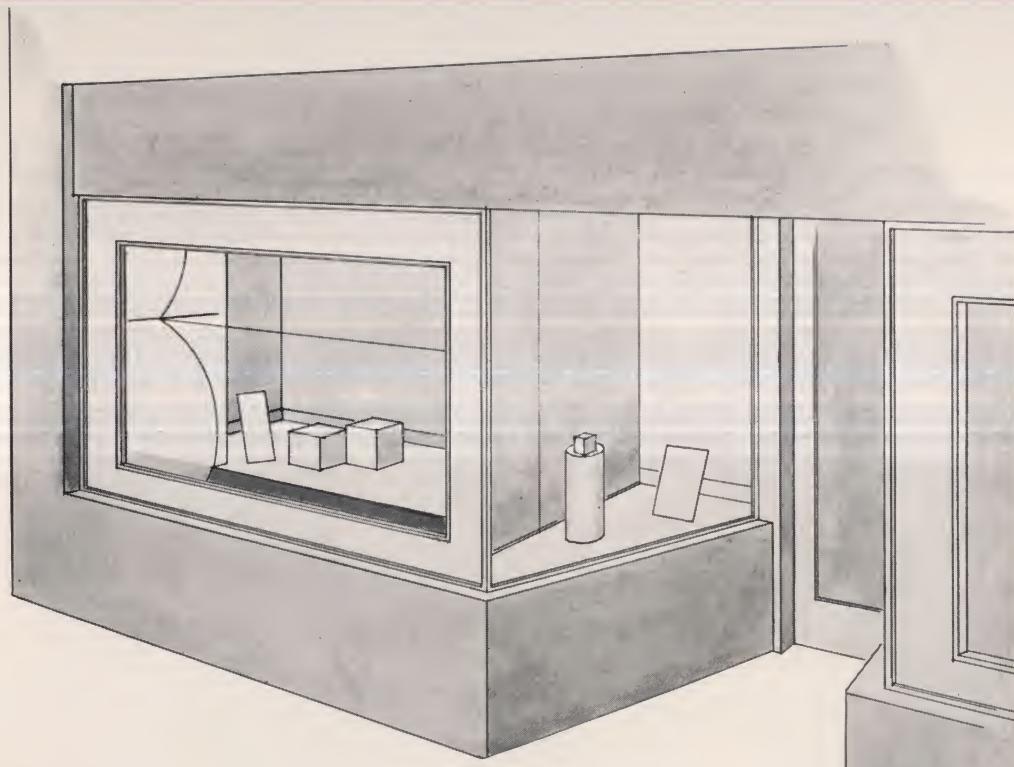
# SINGLE BEND TYPE

• Particularly designed for dramatic display of small and medium size merchandise. The absence of any division line is a particular feature. See pages 6, 16, 20, 22, 24, 27 for photographs of complete installations.

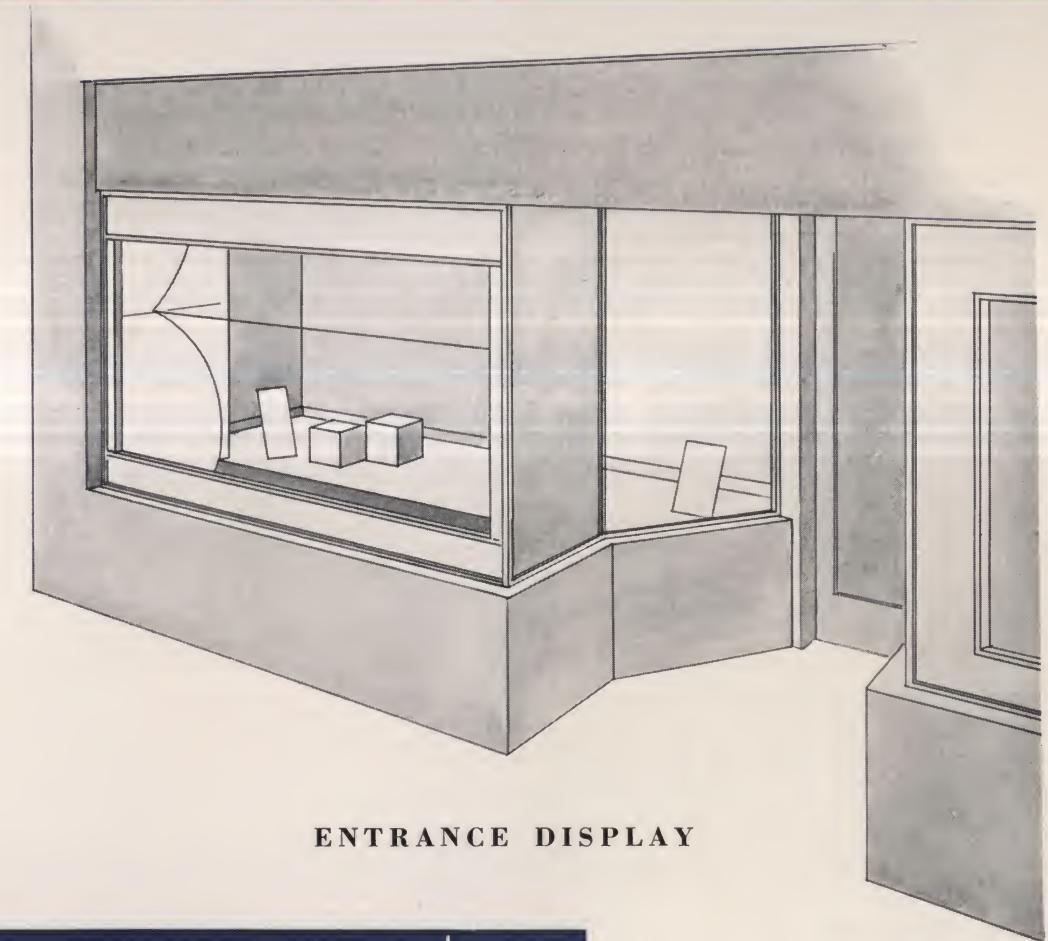


1. Unit jamb of reinforced plywood.
2. Four special mirrors (two on each jamb), copperbacked, electroplated, edges ground and polished.
3. Plywood ribs supporting trough.
4. Extruded bronze gutter fitted with heavy ends.
5. Reflecting trough of satin finished formica applied to specially formed four-ply core.
6. Special curved glass stops holding rubber cushion for mounting glass.
7. Mirror beds for support and alignment of jamb mirror surfaces.
8. Cross rail at head of window holding special glazing members for proper support of bent glass.
9. Matte surface etching lined on glass for special reflective purposes.
10. Plate of polished silvering quality glass bent to patented formula.
11. Black light absorbing baffle, inner face covered with special weatherproof velvet and hinged to allow the gutter to be cleaned.
12. Interior jamb trim, faced with natural maple to permit finishing to match present store interior woodwork.
13. Sill rail finished in natural maple to permit matching existing display floor.

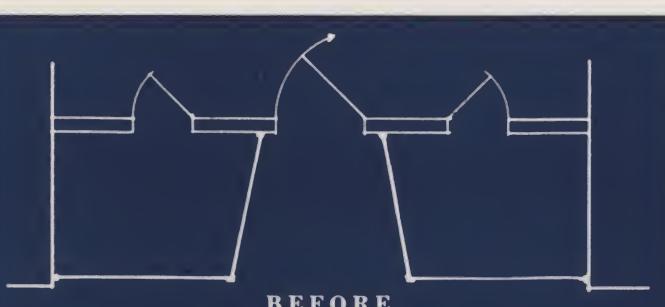
# T R E A T M E N T   O F   V A R I O U S



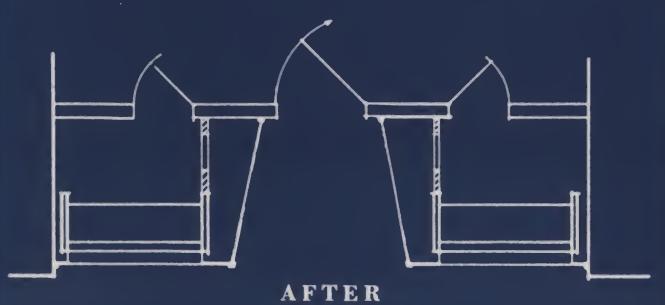
ENTRANCE DISPLAY



ENTRANCE DISPLAY

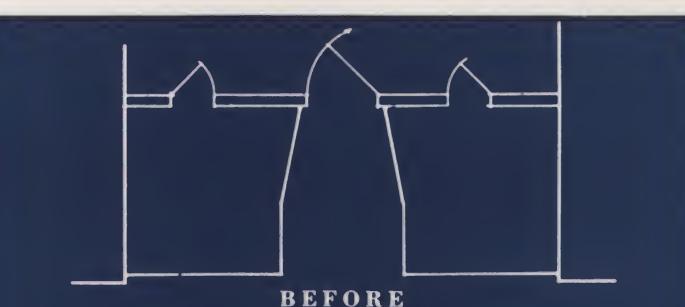


BEFORE

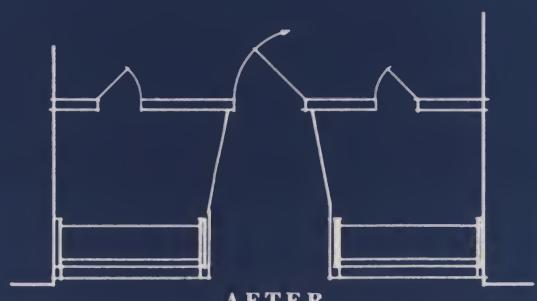


AFTER

Splay entrance treatment where Invisible Glass Window Unit is kept short to allow for small separate entrance displays.



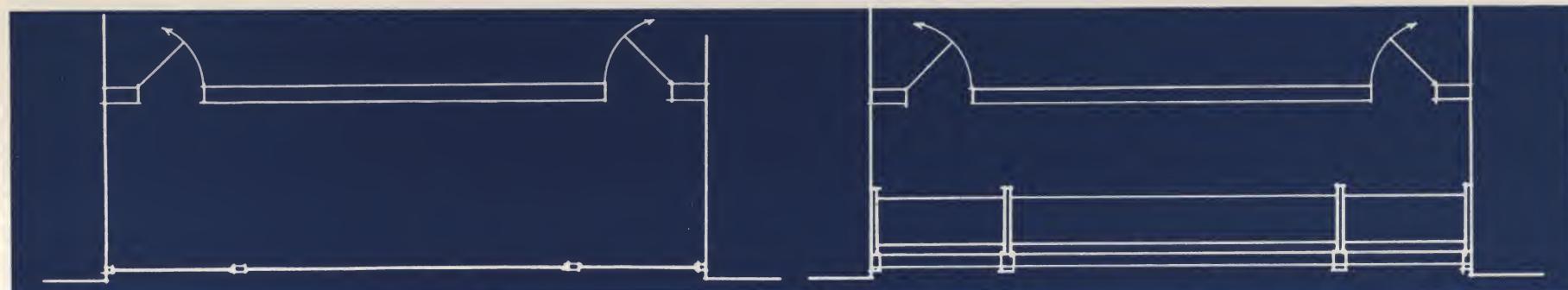
BEFORE



AFTER

Splay entrance treatment where Invisible Glass Window Unit is extended full length of front window. Display is seen behind the masked unit end in the entrance way.

# WINDOW CONDITIONS



**B E F O R E**

Long mullioned window developed as a triple Invisible Glass Window Unit installation.

**A F T E R**



**B E F O R E**

Round corner window treated by placing Invisible Glass Window Unit installation diagonally across front.

**A F T E R**



**B E F O R E**

Treatment of corner window using two Invisible Glass Window Units Chassis ends brought together behind pier.

**A F T E R**

Typical window conditions showing how Invisible Glass Window Units can be designed to fit all types of windows. These treatments indicate only one solution of a series of possibilities. In the "after" drawings the heavy white lines indicate the ends or sides of the Invisible Glass chassis, where the window has been blocked out at that point. The cross-hatched lines indicate partitions. In all plans, portions of show window not used by an Invisible Glass Window Unit can be treated with plate glass, mirrors or opaque facings.

INVISIBLE GLASS COMPANY OF AMERICA, INC.  
33 West 60th Street • New York, N. Y.